

## **Historic, archived document**

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62  
**FALL, 1936, GARDEN BOOK**

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*THE J. D. LONG SEED COMPANY*

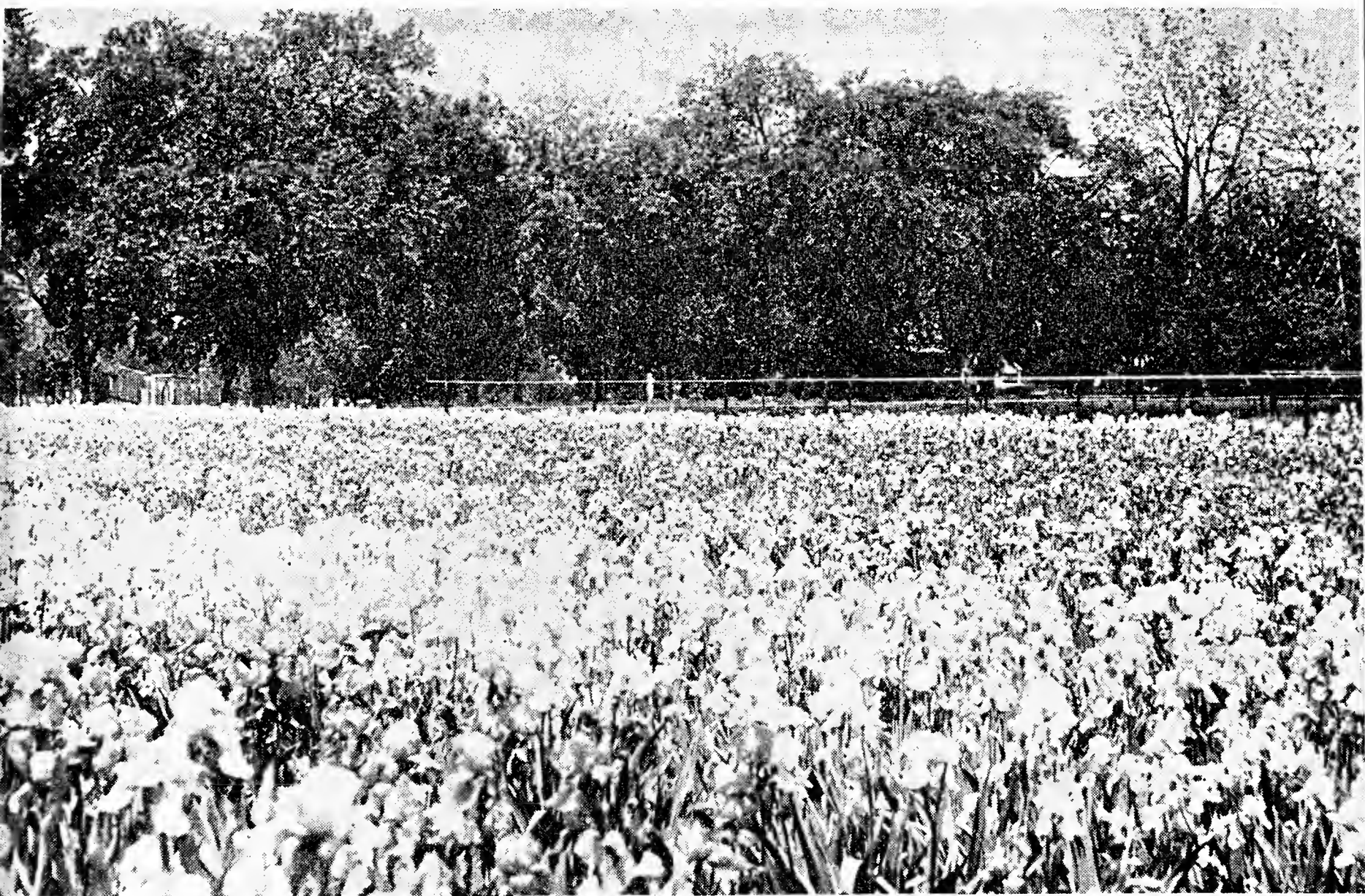
**Boulder • Colorado**

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**IRISES** from "Top of the World"

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One of Long's "Mile High" Iris Fields—May, 1936

ONE of my specialties is the Iris. Out here "Where the West Begins" the mile-high altitude, the dry air, the abundant sunshine—all combine to produce clean, healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

You should see the fine reports I receive from those who have planted my Irises in all parts of the United States, Canada and even Australia and New Zealand.

**A 35c Peach for a Dime**

That lovely Iris, PEACHES, has increased so fast for me that I can make you this very special offer. Read the conditions carefully.

With each dollar's worth of other Irises, you may order one root of PEACHES for 10c.

PEACHES is a pleasing blend of peach, apricot and orange, with ruffled blossoms. Roots small, but sure to bloom. Very prolific bloomer. Several roots planted together make a showy clump the first season. Regular price, 35c each. Special if ordered with other kinds, 10c as noted above.

# IRISES from "Top of the World"

You, too, will be delighted with "Iris from Top of the World." Take a Long Chance and order at least a few Long Iris for observation.

All Iris roots prepaid in U. S. A. and Canada. Other countries add 5c each for extra postage and special packing. Cash with order.

MAKE UP YOUR OWN COLLECTIONS  
Browse through the Groups "A" to "F" and make up Collections or Assortments yourself at the very special quantity prices.

Each Iris Root Plainly Labeled  
(S means Standards; F means Falls.)  
Prices are per each for standard divisions

|   | Each   |
|---|--------|
| <b>Alta California</b> Delightfully different yellow, faintly bronzed, large firm blooms..... | \$1.25 |
| <b>Ambassadeur</b> S, bronzy violet. F, red-purple.....                                       | .15    |
| <b>Anna Farr</b> White, bordered blue .....   | .15    |
| <b>Argos</b> S, blue-mauve. F, reddish, shading to blue.....                                  | .15    |
| <b>Asia</b> A silvery lavender and violet blend, flushed gold.....                            | .20    |
| <b>Black Prince</b> S, intense violet. F, black-purple .....                                  | .15    |
| <b>Black Wings</b> Intense deep blue, appearing almost black. Large. Fragrant.....            | 1.25   |
| <b>Blue Banner</b> S, light blue. F, blue, edges lighter.....                                 | .35    |
| <b>Blue Velvet</b> Rich deep blue of heavy substance, suggesting dark blue velvet.....        | .50    |
| <b>Bourem</b> S, Bordeaux red. F, violet, shaded garnet-red.....                              | .25    |
| <b>Bruno</b> S, bronze, tinted lavender. F, velvety wine-purple. Large....                    | .15    |
| <b>Buechley's Giant</b> Immense light blue. Grand..   | 1.00   |
| <b>Buto</b> S, royal purple. F, dark violet. Large. Early. Free bloomer....                   | .25    |
| <b>Candlelight</b> Light pinkish lavender, illuminated within with a rich golden glow.....    | .15    |
| <b>Cardinal</b> S, lavender-rose. F, dark velvety red-purple.....                             | .20    |
| <b>Cassiopee</b> S, Ageratum blue. F, blue, edged gray.....                                   | .25    |
| <b>Cinnabar</b> Rich dark red with heavy, velvety falls.....                                  | .25    |
| <b>Clara Noyes</b> Blend of peach and apricot tones.....                                      | .80    |
| <b>Conquistador</b> Lavender - violet. Tall, large.....                                       | .15    |
| <b>Coppersmith</b> S, crimson - purple. F, copper-red.....                                    | .20    |
| <b>Crystal Beauty</b> New large pure white, tall well branched stalk.....                     | 6.00   |
| <b>Dauntless</b> Another new, large near-red .....  | .75    |
| <b>Depute Nomblot</b> Magnificent. S, copper-red. F, claret-crimson. Immense blooms....       | .75    |
| <b>Desert Dawn</b> A glorious rich yellow and lavender blend. Very beautiful, large.....      | 1.00   |
| <b>Doxa</b> S, creamy blend. F, cream, flushed chestnut.....                                  | .25    |
| <b>Dr. Chas. Mayo</b> Lovely lavender-pink .....  | .20    |

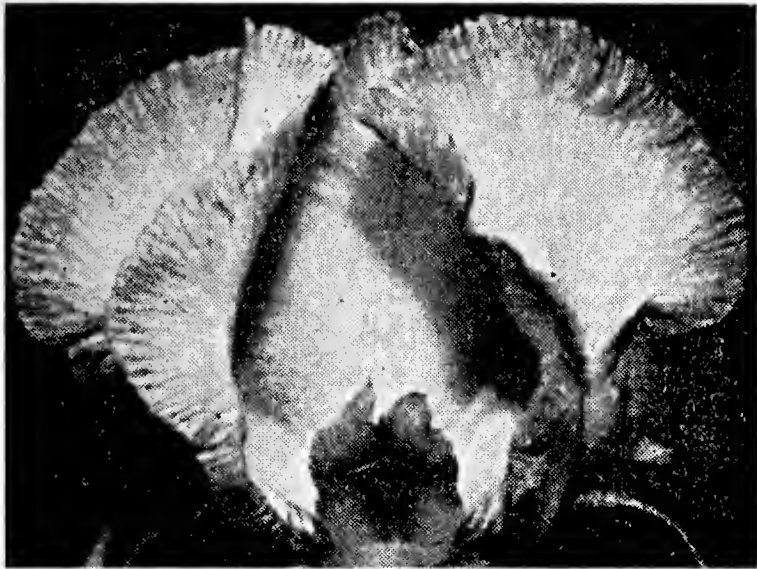
|  |          |
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| <b>Dream</b> Beautiful lilac-pink. Dependable and pleasing.....  | Each .15 |
| <b>Duke of Bedford</b> S, deep violet. F, violet-purple, velvety and brilliant. Splendid....   | .15      |
| <b>Edgewood</b> Tall, large, pink bi-color with orange beard.....  | .35      |
| <b>El Capitan</b> Giant flowered bluish violet of heavy substance .....  | .40      |
| <b>Eleanor Blue</b> Soft campanula blue with a flush of deeper chicory blue in the center of the falls.....  | 2.00     |
| <b>Eleanor Roosevelt</b> New fall blooming Iris of rich purple. Blooms early in spring, then (in most sections) again in fall, over a long period..... | .75      |
| <b>Elizabeth Egelberg</b> S, pink and lavender blend. F, mauve, shaded pink..  | .20      |
| <b>Eloise Lapham (New)</b> Lovely ruffled flesh pink. Free bloomer.....  | .60      |
| <b>Eros</b> (New). A lovely large salmon-pink, with iridescent flowers of silky texture.....   | 8.00     |
| <b>Ethelwyn DuBuar</b> A new large pink of unusual merit.....  | 1.00     |
| <b>Etoile Du Matin</b> S, sulphur yellow, dotted brown. F, blue, veined maroon.....  | .15      |
| <b>Evolution</b> Coppery bronze self, with heavily frilled standards. Falls copper-bronze, overlaid blue.....  | 1.00     |
| <b>Folkwang</b> S, light rose-pink. F, deep rose carmine.....  | .15      |
| <b>Fra Angelico</b> S, light bronze gold. F, overlaid blue....   | .15      |



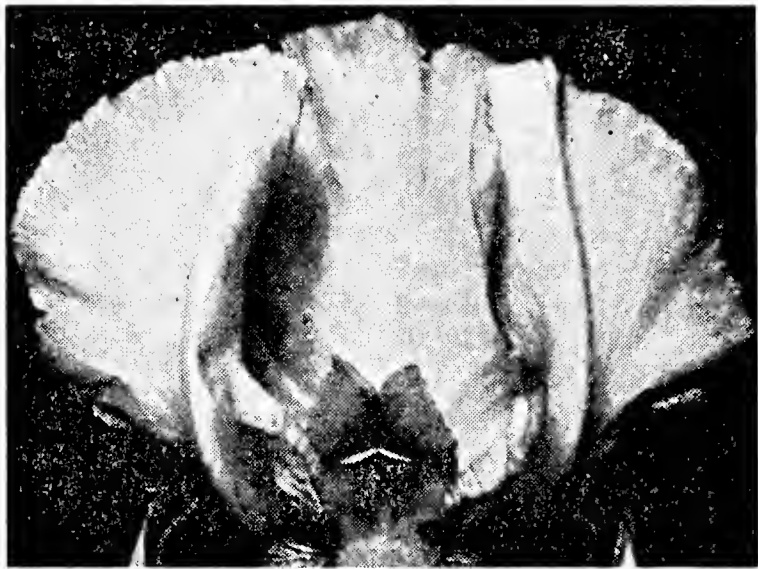
The lovely Frieda Mohr Iris as it grows in my Mile High gardens.

|   |          |
|---|----------|
| <b>Frieda Mohr</b> One of the largest and finest. S, light lilac-pink. F, deep lilac-rose. The flower substance is heavy, the branching high and well spaced, the growth vigorous. Locust perfume. Strong divisions ..... | Each .25 |
|---|----------|





San Francisco Iris



Los Angeles Iris

## "TALE OF TWO CITIES"

I don't know how much truth there is in it. But they do say there is keen rivalry between two wonderful California cities, Los Angeles and San Francisco.  
I like 'em both immensely. But since I have a lot of friends in both places you don't catch me taking sides in the rivalry or controversy, if any.

## "TALE OF TWO IRISES"

Two of the largest, finest and most popular Irises are named San Francisco and Los Angeles. (There! See how careful I am not to favor one more than the other. I mention Los Angeles first in one paragraph, then San Francisco first in the next!)

**Similar but Different.** Both these Irises are immense whites. In San Francisco the standards and falls are distinctly edged with lavender. In Los Angeles, the lavender or light blue marking is heavier near the base of the petals. The illustrations on this page are from specimens in my own garden, May, 1936. To save space I show only the middle and upper portion of the blooms, to give you an idea of the color placement. This coloring shows up a bit stronger on San Francisco than on Los Angeles.

**There appears to be considerable rivalry between these two Irises.** Some Iris fans say San Francisco is the better, others find Los Angeles more to their liking. As for myself, on Mondays, Wednesdays and Fridays I think one of them should have the blue ribbon. But on Tuesdays, Thursdays and Saturdays, I think maybe, after all, the other one is the winner.

**Of course I might get the Literary Digest** to conduct a nation-wide poll and settle this once for all. But I have another plan.

**I'm going to make you a very special offer on these two super Irises,** and ask you to drop me a post card after they have bloomed in your own gardens. Tell me if you can, which one is the better.

**Here's My Offer:** For 60c I'll send you one strong division of Los Angeles and one of San Francisco, prepaid.

For \$1.00 I'll send you two strong divisions of San Francisco and two of Los Angeles, prepaid.

|  | Each |
|--|------|
| <b>Gentius</b> Very early rich purple intermediate ..... | .75  |
| <b>Germaine Perthuis</b> Mulberry purple...              | .35  |
| <b>Glowing Embers</b> S, tan, violet. F, red.....        | .15  |
| <b>Gold Imperial</b> Chrome yellow. Orange beard.....    | .15  |

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| <b>Grace Sturtevant</b> The most outstanding of all rich brown Iris. Standards dark red-brown with rich velvety falls that are still darker, being almost black at the tip. A deep orange beard makes this flower one of the most conspicuous in the garden. Price, now, only..... | .35 |
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| <b>Grand Monarch</b> Red bronze with gold throat. Tall. Large flowers with broad S and F. Late..... | .25 |
|---|-----|

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|--|------|
| <b>Gudrun</b> New, very large lustrous white. Good substance.... | 5.00 |
|--|------|

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|---|-------|
| <b>Happy Days</b> (Mitchell, 1934). Introductor's description: A real triumph in yellow breeding which bids fair, in time, to become the most popular iris in the United States. An immense clear yellow most easily described as a yellow El Capitan, although in established plantings the blooms will be slightly larger than those of El Capitan. Each..... | 12.50 |
|---|-------|

|  | Each |
|--|------|
| <b>Helios</b> A big, luminous pale yellow. Fine form and finish..... | .75  |
| <b>Imperator</b> Rose-red self, overlaid bronze .....                | .25  |

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| <b>Indian Chief</b> Well named. Indian Chief is one of the most popular of the newer Irises in its color class. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched..... | .35 |
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| <b>Iris King</b> S, old gold. F, garnet-brown, edged yellow..... | .15 |
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|---|-----|
| <b>Irma Pollock</b> A velvety carmine with lighter margin ..... | .60 |
|---|-----|

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|--|-----|
| <b>Isolene</b> S, rose-pink. F, purple-rose. Frieda Mohr better..... | .15 |
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| <b>Jean Cayeux</b> A beautiful iris, most unusual in color—a soft, smooth, light buff, described by some as "coffee colored" and by others as Havana-brown. The form is perfect, and the size is larger than average. It is splendidly branched, over three feet tall, and flowers over a long season. Jean Cayeux has been awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest iris of the year ..... | 6.00 |
|--|------|

|   | Each |
|---|------|
| <b>Jean Siret</b> A new yellow ever-blooming Iris. This variety and Lieut. Chavagnac are the most persistent bloomers of the Iris family. They begin to flower quite early in the spring with the earliest miniatures and have a long spring flowering season. They are also likely to flower any time that the weather seems to suit them during the summer months and fall, in some sections..... | .30  |
| <b>Jerry</b> (Lapham). Perfectly formed, extremely brilliant red Iris...  | 3.00 |
| <b>Kansas</b> S, Chinese violet, shaded lilac. F, light purple-violet.  | .20  |
| <b>King Juba</b> (Sass). Big and bold, with yellow standards and falls of Indian lake. Medium tall...   | .75  |
| <b>Kochii</b> Very early purple self. Popular because so early.....   | .15  |
| <b>Labor</b> Luminous reddish violet, suffused with a coppery glow.....   | .20  |
| <b>Lady Byng</b> Clear lavender self, suffused rose. Good...  | .20  |
| <b>La Neige</b> Pure white French, unlike others. Fine.....   | .15  |
| <b>Lent A. Williamson</b> Lavender-violet....   | .15  |
| <b>Le Corregge</b> S, smoky bronze. F, dark velvety red.....  | .25  |
| <b>Largo</b> New soft yellow blend. Falls overlaid marine. Large ruffled flowers .....  | 1.25 |
| <b>Lord of June</b> S, lavender. F, violet-blue. Large....  | .15  |
| <b>Los Angeles</b> Very large white, faintly marked blue  | .50  |
| <b>Majestic</b> Light lavender and raisin purple .....  | .25  |
| <b>M. A. Porter (New)</b> V e r y l a r g e and robust. S, dark blue. F, still deeper violet-blue .....   | .75  |
| <b>Marquita</b> Luminous ivory yellow with falls heavily lined maroon. Large.....   | 4.00 |
| <b>Meldoric</b> Said by a noted Iris specialist to be the finest dark Iris in existence. The flowers are blue-black in effect, very large. Special. (2 for \$2.50; 3 for \$3.30; 5 for \$5.00.)   | 1.50 |
| <b>Midgard</b> An exquisitely beautiful color combination. One of the best of the famous Sass blends. Yellow flushed rose pink. The color from a distance is a delightful shade of warm rose pink. A dream of loveliness.   | .20  |
| <b>Midwest Pride</b> S, Hortense violet, deeper at center.....  | .50  |
| <b>Ministre Fernand David</b> S, silky red-purple. F, dark red-purple. One of the real Iris giants. Scarce....  | 1.50 |
| <b>Mirasol</b> Large golden yellow flowers, well formed.....  | .35  |
| <b>Missouri</b> The very large flowers are a medium lavender-blue of exceptionally pure tone. F, very broad and flaring, of a slightly deeper shade of blue, with a heavy velvety surface   | 4.50 |
| <b>Monterey</b> S, soft violet, shaded red. F, velvety bronze-red....   | .20  |
| <b>Morning Splendor</b> S, petunia violet. F, crimson or wine color. Large.....   | .20  |
| <b>Mount Royal</b> S, deep blue. F, pansy violet. Large   | .25  |
| <b>Nene</b> S, lilac. F, wine red. Gigantic plant. Immense flowers. Scarce  | 1.00 |
| <b>Noweta</b> Sold out except in colorful Colo. collection.   |      |
| <b>Numa Roumestan</b> Both S and F garnet...  | .35  |
| <b>Omaha</b> Combination of coppery pink and brownish cinnamon.....   | .25  |
| <b>Opera</b> S, pansy violet shaded brownish violet. F, violet-purple....   | .15  |

|  | Each |
|--|------|
| <b>Oriflamme</b> S, light blue. F, deep violet. Edges waved..  | .15  |
| <b>Orion</b> S, violet. F, darker.....   | .25  |
| <b>Pallida Dalmatica</b> Light blue .....  | .15  |
| <b>Peaches</b> Striking blend of peach, apricot and orange. Similar to Clara Noyes, but lighter.....   | .35  |
| Special Offer: One at 10c with each dollar's worth of other varieties.   |      |
| <b>Peerless</b> S, violet blue. F, pansy violet.....   | .35  |
| <b>Persia</b> S, smoky blue. F, bright blue.....   | .75  |
| <b>Petruchio</b> Flowers are carmine and red-brown, with golden beard and golden throat.....   | .50  |
| <b>Picador</b> S, honey yellow. F, mineral red. Bright contrast of colors .....  | 1.00 |
| <b>Pink Satin</b> Clear light pink, uniform. Flowers large, with satiny sheen. Finely shaped flowers well poised on stem.....  | 1.00 |
| <b>Pluie D'Or</b> Large golden yellow with orange beard. Stems well branched, bearing many blooms of good substance. (An excellent landscape variety.).....  | .25  |
| <b>President Pilkington</b> A blend of pure buff, S and F of lavender-blue. Fine..   | 1.35 |
| <b>Rameses</b> A Dykes Medal winner in America. A symphony in rose, pink, and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard, 36 inches and over in height, gracefully branched. Now priced within the reach of all Iris lovers.....   | .35  |
| <b>Red Dominion</b> This fine red self is one of the most beautiful and outstanding Iris. The flowers are large, of perfect form and well poised on the well branched stems. Clear, lustrous, deep red standards, slightly frilled; broad, horizontal velvety red falls, flushed with a near black, velvety luster in the center. A glowing ox-blood red. One of the fascinating characteristics of this new variety is the opening bud, which resembles the bud of a deep red rose..... | 1.50 |
| <b>Rosado</b> Lovely clear, soft pink. Tall, good .....  | .25  |
| <b>Rubeo</b> S, deep glistening rose. Falls deep maroon. A magnificent plant with huge flowers on 48-in. stems   | 2.00 |
| <b>Rusty Gold</b> A bronzy orange blend. Midseason. Tall....   | .75  |
| <b>Sacramento</b> S, white heavily edged red-purple. F, reticulated with same color. Unusual..   | .50  |
| <b>San Diego</b> Immense blooms of velvety blue-purple....   | .50  |
| <b>San Francisco</b> Both standards and falls white, edged lavender. Tall stems, branching low and wide like a candelabra, carry these very large and beautiful blooms. Winner of Dykes Medal. It's fine.....  | .50  |
| <b>San Gabriel</b> Early pink-lavender. Large.....   | .20  |
| <b>Santa Barbara</b> Violet blue self, large and fine...   | .20  |
| <b>Selene</b> Extra large pure white of thick substance. A giant....   | .50  |
| <b>Sensation</b> Gigantic cornflower, blue self. Beautiful....   | .60  |
| <b>Sequoiah</b> Similar to Bruno. Larger .....   | .30  |
| <b>Sierra Blue</b> Clear enamel-like blue. A Dykes medal winner. Tall and stately.....   | 3.00 |
| <b>Sir Michael</b> S, lavender. F, purple, suffused red....  | .40  |
| <b>Snow White</b> Beautiful white. Soft green throat.....  | .20  |

|  | Each |
|--|------|
| <b>Sonoma</b> Standards and falls an attractive yellow. Tall.....  | .20  |
| <b>Souv. de Loetitia Michaud</b>   |      |
| Lobelia blue, shading to lighter blue...   | .25  |
| <b>Souv. de Mme. Gaudichau</b>   |      |
| Deep velvety violet. Extra good.....   | .20  |
| <b>Spring Maid</b> Clear rose-pink, with honey flush.....  | 1.50 |
| <b>Striped Leaves</b> Flowers beautiful blue. Leaves striped, making the plant very ornamental and attractive all season.....            | .50  |
| <b>Susan Bliss</b> Nice rose-pink. Edges frilled.....  | .15  |
| <b>Sweet Lavender</b> S, lavender. F, deep rose-lavender. Ruffled. Fragrant.....   | .15  |
| <b>Thuratus</b> Black purple self. One of the darkest Irises....   | .35  |
| <b>Trail's End</b> S, yellow overlaid orange-red. F, "remind one of the berry of bitter-sweet after it has been touched by frost.".....  | 8.00 |
| <b>True Charm</b> White, edged with blue-lavender.....   | .15  |
| <b>True Delight</b> White, edged with pure rose-pink.....  | .25  |
| <b>Venus de Milo</b> Huge white on tall stems.....   | 1.00 |
| <b>Winneshiek</b> Fine large Iris of deepest blue, which does not fade. Petals of firm substance and daintily frilled. It will go far!.. | 1.00 |



|   |      |
|---|------|
| <b>Wm. Mohr</b> Gigantic flowered lilac, veined purple. Plant small, but flowers immense. Wm. Mohr is one of the most amazing, sensational, pleasing and satisfactory Irises ever originated. Nothing else like it..... | .40  |
| <b>Wm. R. Dykes</b> Gigantic early yellow, lightly flecked violet. Sold out.  |      |
| <b>Zaharoon</b> Unusual blend of amber, buff, yellow, fawn and light violet. Large and vigorous plant.  | 1.25 |
| <b>Zua</b> Early lilac-white with crinkled edges. Fragrant. A novelty....   | .15  |

## Large Lots at Wholesale Prices—F. O. B. Boulder

Commercial growers, dealers and other large buyers write for wholesale prices f. o. b. Boulder.

## Quantity Prices Prepaid

### GROUP "A"

(Your choice, alike or assorted)

4 for \$0.50

9 for \$1.00

|                    |                    |
|--------------------|--------------------|
| Ambassadeur        | Kochii             |
| Anna Farr          | Labor              |
| Argos              | Lady Byng          |
| Asia               | La Neige           |
| Black Prince       | L. A. Williamson   |
| Bruno              | Lord of June       |
| Candlelight        | Midgard            |
| Conquistador       | Monterey           |
| Coppersmith        | Morning Splendor   |
| Dr. Chas. Mayo     | Opera              |
| Dream              | Oriflamme          |
| Duke of Bedford    | Pallida Dalmatica  |
| Elizabeth Egelberg | San Gabriel        |
| Etoile du Matin    | Santa Barbara      |
| Folkwang           | Snow White         |
| Fra Angelico       | Sonoma             |
| Glowing Embers     | Souv. M. Gaudichau |
| Gold Imperial      | Susan Bliss        |
| Iris King          | Sweet Lavender     |
| Isolene            | True Charm         |
| Kansas             | Zua                |

### GROUP "B"

(Your choice, alike or assorted)

5 for \$1.00

11 for \$2.00

|                   |                  |
|-------------------|------------------|
| Bourem            | Le Corregge      |
| Buto              | Majestic         |
| Cardinal          | Mt. Royal        |
| Cassiopee         | Omaha            |
| Cinnabar          | Orion            |
| Edgewood          | Pluie d'Or       |
| Frieda Mohr       | Rosado           |
| Germaine Perthuis | Sequoiah         |
| Imperator         | Souv. D. Michaud |
| Jean Siret        | True Delight     |

### GROUP "C"

(Your choice, alike or assorted)

4 for \$1.00

9 for \$2.00

|                  |                |
|------------------|----------------|
| Blue Banner      | Numa Roumestan |
| Grace Sturtevant | Peerless       |
| Indian Chief     | Rameses        |
| Mirasol          | Wm. Mohr       |

### GROUP "D"

(Your choice, alike or assorted)

3 for \$1.00

7 for \$2.00

|               |                |
|---------------|----------------|
| Blue Velvet   | San Diego      |
| El Capitan    | San Francisco  |
| Eloise Lapham | Selene         |
| Los Angeles   | Sir Michael    |
| Sacramento    | Striped Leaves |

### GROUP "E"

(Your choice, alike or assorted)

4 for \$2.00

9 for \$4.00

|                   |              |
|-------------------|--------------|
| Clara Noyes       | King Juba    |
| Depute Nomblot    | M. A. Porter |
| Desert Dawn       | Persia       |
| Eleanor Roosevelt | Sensation    |

### GROUP "F"

(Your choice, alike or assorted)

3 for \$2.00

|                  |               |
|------------------|---------------|
| Buechley's Giant | Pink Satin    |
| Ethelwyn DuBuar  | Venus de Milo |
| Nene             | Winneshiek    |
| Picador          | Zaharoon      |

### GROUP "G"

(Your choice, alike or assorted)

3 for \$3.00

|                   |                  |
|-------------------|------------------|
| Alta California   | Pres. Pilkington |
| Ministre F. David | Red Dominion     |



# Iris Collections

## Colorful Colorado Collection

30 Super Irises for \$12.00  
(One each, Labeled, Prepaid)

|                  |                       |
|------------------|-----------------------|
| Alta California  | Midgard               |
| Black Wings      | Noweta                |
| Blue Velvet      | Omaha                 |
| Buechley's Giant | Pink Satin            |
| Clara Noyes      | Pluie d'Or            |
| Desert Dawn      | Red Dominion          |
| El Capitan       | Sacramento            |
| Eloise Lapham    | Selene                |
| Ethelwyn DuBuar  | Sensation             |
| Frieda Mohr      | Striped Leaves        |
| Grace Sturtevant | Souv. de L. Michaud   |
| Indian Chief     | Souv. de M. Gaudichau |
| Lady Byng        | True Delight          |
| M. A. Porter     | Wm. Mohr              |
| Meldoric         | Zaharoon              |

Study the list. What class!

One each of these colorful and outstanding varieties for only \$12.00 prepaid. Each variety plainly labeled. This is my **SUPER-SPECIAL** for summer and fall, 1936. Please don't ask for any changes in the list. Price so special that you can give away some you don't need and still have extra good value.

**NOTE:** Show this offer to your flower friends. Maybe you can get several of them to "chip in" with you then divide the roots and the expense. In a year or two you will have enough increase so each one can own the entire collection when you divide and reset the clumps you will have from these divisions. "Take a tip from me."—J. D.

## "Mile High" Collection

40 Favorites for \$5.00, Prepaid  
(One each, Labeled, Prepaid)

|                    |                   |
|--------------------|-------------------|
| Ambassadeur        | Isolene           |
| Anna Farr          | Kansas            |
| Asia               | Kochii            |
| Black Prince       | Labor             |
| Blue Velvet        | La Neige          |
| Bruno              | L. A. Williamson  |
| Cardinal           | Lord of June      |
| Conquistador       | Midgard           |
| Coppersmith        | Monterey          |
| Dream              | Morning Splendor  |
| Dr. Charles Mayo   | Omaha             |
| Doxa               | Opera             |
| Duke of Bedford    | Oriflamme         |
| Elizabeth Egelberg | Pallida Dalmatica |
| Folkwang           | Rameses           |
| Fra Angelico       | Sacramento        |
| Glowing Embers     | San Gabriel       |
| Gold Imperial      | Santa Barbara     |
| Grace Sturtevant   | Susan Bliss       |
| Iris King          | True Charm        |

**NOTE:** These Irises are the cream of inexpensive varieties. Many sold for \$2.00 to \$4.00 each only a few years ago.

## \$10 Jean Cayeux Collection

One Jean Cayeux and the following 15 additional. (You choose the 15.)

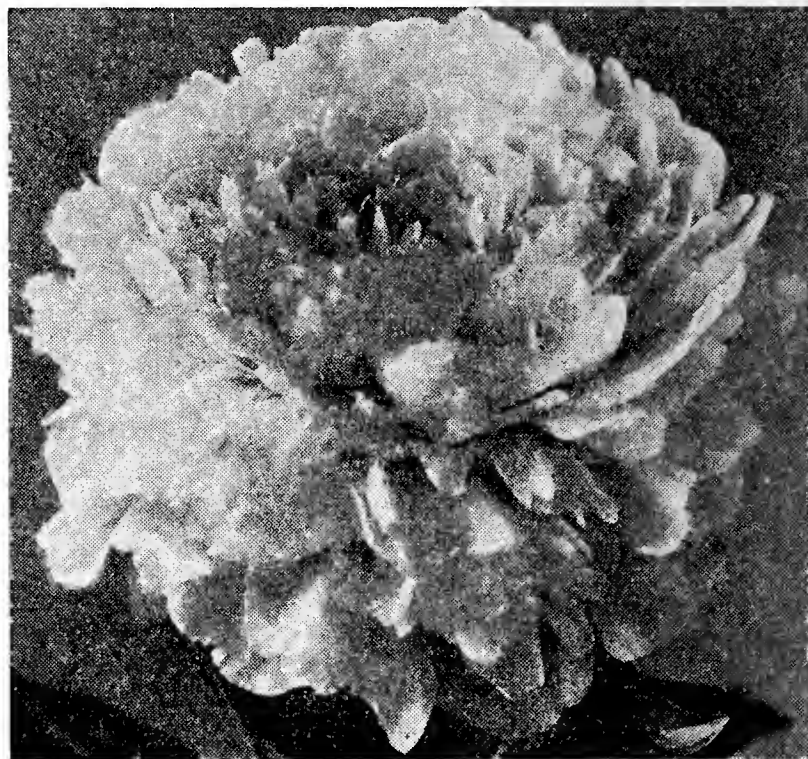
- Any 5 from Group "C" (Your Choice)
  - Any 4 from Group "D" (Your Choice)
  - Any 3 from Group "E" (Your Choice)
  - Any 2 from Group "F" (Your Choice)
  - Any 1 from Group "G" (Your Choice)
- The 16 for \$10.00, Prepaid

## Plant Delphiniums This Fall

DELPHINIUMS start growth very early in the spring. For this reason you will get best results if you will order your Delphiniums soon after you get this catalogue.

Special prices for this fall on page 11. (I may add a few extras also for good measure and good luck.)

## Long's Double Peonies



For Delivery Any Time After September 1st  
Standard divisions. Prepaid

|   | Each |
|---|------|
| <b>AVALANCHE.</b> Large, ivory white.....   | .50  |
| <b>EDULIS SUPERBA.</b> The early rose pink  | .50  |
| <b>FRANCES WILLARD.</b> Creamy white....  | 1.00 |
| <b>GRANDIFLORA.</b> Large silvery pink....  | 1.00 |
| <b>JUBILEE.</b> Immense white. Lovely.....  | .75  |
| <b>KARL ROSENFELD.</b> Rich crimson.....  | .50  |
| <b>LE CYGNE.</b> Famous large white.....  | 2.00 |
| <b>LAURA DESSERT.</b> Lovely canary yellow  | 1.50 |
| <b>LUETTA PFEIFFER.</b> Hydrangea pink..  | 1.00 |
| <b>LONGFELLOW.</b> Snappy red, splendid...  | .75  |
| <b>MARTHA BULLOCK.</b> Large rose-pink..  | 1.00 |
| <b>MARY SHAYLOR.</b> Shell pink.....  | .75  |
| <b>MRS. EDW. HARDING.</b> Pure white.....   | 1.50 |
| <b>NIMBUS.</b> New, lovely large white.....   | 1.00 |
| <b>OCTAVIA DEMAY.</b> Early light pink.....   | .50  |
| <b>OFFICINALIS RUBRA.</b> Earliest red....  | .50  |
| <b>RENIE HORTENSE.</b> Grand rose pink...   | .75  |
| <b>SARAH BERNHARDT.</b> Apple blossom...  | .75  |
| <b>SOLANGE.</b> Soft cream pink, suffused<br>Havana brown.....                        | .75  |
| <b>SOUV. DE L'EXPOSITION.</b> Violet-rose.<br>Silvery reflex. Very large. Fragrant... | .75  |
| <b>THERESE.</b> Enormous pink.....  | 1.00 |
| <b>WALTER FAXON.</b> Salmon-shell-pink...   | 1.00 |

**NO NAME PEONIES.** All good double varieties, each labeled as to color. Order these by color only. RED—PINK—WHITE. Any of these three colors, all the same or assorted colors, your choice of colors, at: 3 for \$1.00, prepaid. 7 for \$2.00, prepaid. No further discounts on these.

## Peony Quantity Prices

(Prepaid)

|                                  |        |
|----------------------------------|--------|
| Any three 50c Peonies for.....   | \$1.35 |
| Any six 50c Peonies for.....     | 2.40   |
| Any two 75c Peonies for.....     | 1.30   |
| Any five 75c Peonies for.....    | 3.00   |
| Any two \$1.00 Peonies for.....  | 1.70   |
| Any five \$1.00 Peonies for..... | 3.90   |
| Any two \$1.50 Peonies for.....  | 2.50   |

**Plant Peonies in the fall, when large commercial growers plant them—September and October. Peonies will not be listed in our spring catalogue.**



**THE J. D. LONG SEED COMPANY**  
**BOULDER, COLORADO**

***Amount Enclosed***

***Please write plainly***

**Street**.....

\$.....

**P. O. Box.....R. D. No.....Box.....**

Date \_\_\_\_\_

*Postoffice*.....193.....

*State*.....*Express Office*.....

[illegible]

**COLORADO Customers: Please Add State Sales Tax. Thanks.**

## ORDER BLANK—Continued

[illegible]

*SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

## DOES YOUR NEIGHBOR WANT A CATALOG?

*Please give name and address here:*

This image shows four sets of primary writing lines. Each set is composed of three horizontal lines: a solid top line, a dashed middle line, and a solid bottom line. These lines are provided for handwriting practice.

## HOW TO GROW IRIS

**Open Season for Iris.** Iris may be reset any time when the ground isn't frozen. Best time is from midsummer to last of September so the roots become well established before winter.

**The Iris increases** by new shoots forming from eyes or buds at the sides of the division or "toe" planted. In most sections the new shoots make new divisions strong enough to be detached and reset by early July. But a few weeks additional growth before replanting is advisable. If you have Iris shipped in July or early August, **do not expect as large roots** as would be sent later in the season.

**The main idea** is to get the new Iris plants well established before winter. Many of the most satisfactory results I've ever had were from Sept. and Oct. plantings, while a big patch was set out late November and did splendidly. Of course, I hilled up and protected the late plantings.

**Set roots 12 to 20 inches apart**, according to room. The closer they are set, the sooner they will need to be taken up, divided and reset. Even 12 inches should bloom three years.

**Cover the roots only** an inch or so. They like to be near the surface. Tramp on the fleshy part of the root (the rhizome) and tramp hard, after it is planted. Keep watered for a few weeks until new growth starts. Don't worry if the small threadlike roots are dried up when planting. New roots will start at once from the rhizome. If no rains, see ground doesn't dry out too much.

**Iris can't stand wet feet.** Always see that no water stands on them. If soil is not sandy, then better raise the beds or rows before planting, so good drainage is insured.

If plant Iris late in fall, then cover lightly with brush, cornstalks, tomato vines, excelsior, or any coarse material until early spring. This is to prevent alternate freezing and thawing in winter. No protection after first winter needed. Remove covering **early** in spring.

**I usually protect my late Iris plantings** simply by throwing a ridge of soil over the rows with a small hand plow, shovel or hoe, covering everything. In this case I cut the tops back nearly to the rhizomes, planting more like bulbs than plants. Very important to pack soil firmly about the roots and see that they enter the winter in soil not dried out, though much moisture not needed or desirable. Level the soil early in spring.

**To guard against pests and diseases** I go over the Iris that have been planted a year or more, and with big shears cut tops off close to the ground **LATE** in fall. Haul off tops and burn them, using kerosene.

**Or, during a dry spell** in winter, after tops are brown and dry, run over the rows or hills with fire. If rows run so wind sweeps lengthwise then often one can burn the whole row by touching a match to one end of the row on a windy day.

**Another plan** is to use a swab—an old sack tied to a stick—the cloth saturated with kerosene. This burning must be done quickly and preferably when ground is frozen, while roots are dormant, to avoid damage to the roots. **Do not burn tops first winter after set out.**

**Contrary to what seems reasonable**, the Iris rhizomes can lie around in the air and sun for days, after which they will grow and thrive all the better for this "sun tan." In fact, one of the best treatments for diseased rhizomes is to dig them up, cut out all bad parts, then let the roots lie in sun for some days before replanting.

**Take notice** how the rhizomes work themselves up to top of the ground if you let them. They crave air and sun. For late fall planting, when the roots are practically dormant, the tops may be cut back close to the roots.

## PEONY POINTERS

**By all means, plant Peonies in fall**, from early Sept. till ground freezes, if you can. Next best is **EARLY** spring, the earlier the better. For spring planting, the roots should be dug and stored in basement in fall, or some mild day in winter **BEFORE** buds have developed very much. Peonies in the garden or field begin to shoot up so early that spring digging may be fatal to the newly set plant if dug up and reset in spring.

**Size of roots or divisions** may vary a great deal, and all be good. Not advisable to plant a very large root. A smaller one, from good healthy stock, will usually forge ahead of a clump several years old. Number of eyes to the root or division is the usual way of designating the size and value. But this is only a partial measure. A root may have too many eyes for its size. Maybe a 3-eye division will excell a 4 to 6-eye one.

**Regardless of number of eyes or size of root**, the root should be cut back to within 5 or 6 inches of the crown before planting. Do not plant a root anything like a foot or so long.

**If roots dry out** in storage or in shipping, soak them 24 hours in water before planting. In fact, it's a good idea to wash all peony roots before setting them out. Of course you will gently firm the soil all around the roots, being careful not to injure the eyes. Water thoroughly soon as planted. See that soil is wet when ground freezes.

**Avoid placing any fertilizer** close to the roots, especially any barnyard or poultry manure. Almost sure death to peonies when so used. May be dug in some distance away from the roots. Any good brand of commercial fertilizer is O. K. None really necessary. Set roots 18 or more inches apart. Set shallow, so the buds or eyes **not more than 2 inches** below level of ground after ground is settled. Make a hill of soil 6 inches high over each plant late in fall and throw some old trash, such as suggested for Iris, over the roots after hilling up. This for the first winter only. No protection needed later years.

**Do not expect** many Peony blossoms first season. And not best results the second. From third year on, you get the real true and full size blooms. Cultivate and water as needed, **continuing this after blooming season until September.** Let the roots remain for 8 or 10 years, or as long as they do well. Then divide and reset in September or October.

**A well established Peony root or clump** may be likened to a storage battery. You recharge it for the next season by watering, cultivating and judiciously fertilizing. This is done after blooming time until September.

**For largest blooms**, remove all buds but the main or terminal one, soon as they appear. Cut Peonies before blossoms fully open, letting them open indoors. Renew water daily, and cut off some of the stem same time. Keep the cut Peonies in a cool place, out of a draft.

**Ants on Peonies** do no harm. Blasted buds may be due to various causes. One is, freezing some weeks before. If Peony stems slim and too many to the plant, thin them out early, by cutting off some close to the ground. So long as Peonies doing well, don't feel you need to take them up. Very different from the Iris, which must be thinned or reset every few years. Peonies have been known to thrive and bloom 100 years or more in same location.

**Often a newly planted Peony root** will die down first summer. Do **NOT** dig it up or disturb it. Let it alone, except to water it. Chances are it will revive the next spring.

### Plant Iris in the Fall

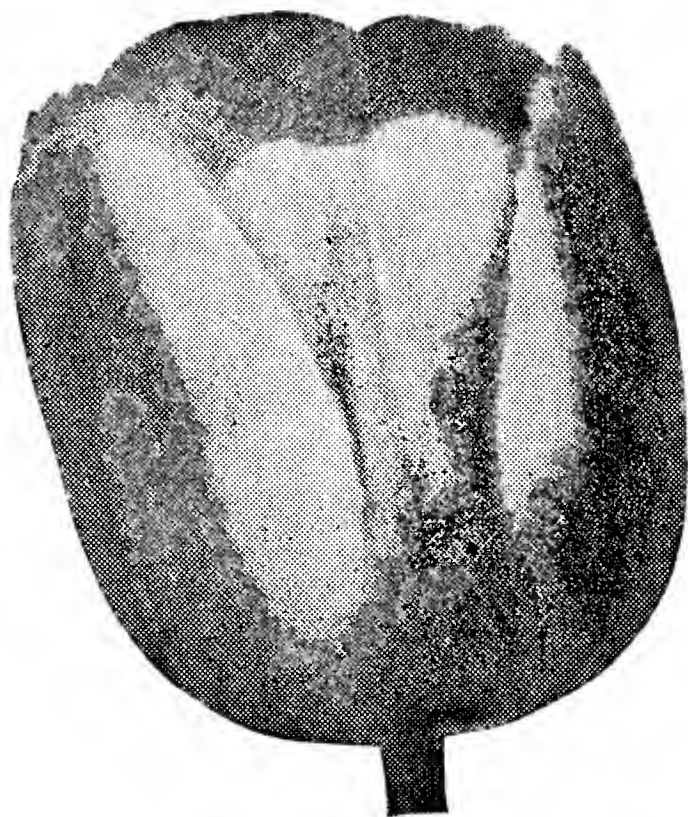
Any time before the ground freezes is usually better than spring planting.

Iris begins to grow very early in the spring and should be in the ground *rairin'* to go when spring comes.

Follow the cultural directions carefully as given on this page, and success is practically certain.



# Darwin Tulips



Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting.

Five bulbs at ten rate. 25 at 100 rate. Tulips prepaid in U. S. A. (All labeled.)

**Baronne de la Tonnaye** Bright rose, margined blush. (10 for 50c) (100, \$4.20).

**Bartigon** Fire red—red that's RED. Very large. (10 for 60c) (100, \$4.80).

**Clara Butt** Beautiful bright salmon-pink. Great favorite. (10 for 50c) (100, \$4.20).

**F. Sanders** Another big, bright fiery-scarlet. Beautiful. (10 for 50c) (100, \$4.20).

**Pride of Haarlem** Enormous, showy bright carmine-rose flower. (10 for 50c) (100, \$4.20).

**Princess Elizabeth** Rosy pink. Large. Lovely. Fine for cutting. (10 for 60c) (100, \$4.40).

**Rev. Eubank** Heliotrope-lilac, toning to lavender, fine, lasts well. (10 for 60c) (100, \$4.40).

**La Tulipe Noire** (The Black Tulip.) Fine large deep maroon. (10 for 60c) (100, \$4.80).

## Long's Special Mixed Darwins

Many choicest Darwins, also a few fine Cottage varieties to increase range of color. Sure to please. (10 for 50c) (100, \$4.20).

## "PARROT" TULIPS

These odd tulips have fringed and crinkled petals. The buds resemble a parrot's head. Mixed colors. (10 for 60c) (100, \$4.80).

## \$2.20 Tulip Collection

My selection of eight varieties, seven nice bulbs of each variety—the 56 bulbs for \$2.20, prepaid.

Leave it to me—JD, to pick out eight outstanding varieties in lovely colors. All for \$2.20, prepaid.

## \$1.00 Tulip Collection

My selection of five choice varieties, five bulbs of each kind, the 25 bulbs for \$1.00, prepaid.

## Breeder Tulips

Similar to Darwins in size and shape. Rare colors and color combinations as noted.

**Bronze Queen** An apricot shade. Combination of brown and bronze. (10 for 50c) (100, \$4.00).

**Cardinal Manning (Goliath)** Dark violet, shaded brown. (10 for 60c) (100, \$4.40).

**Don Pedro** Coffee-brown, shaded maroon. (10 for 60c) (100, \$4.80).

**Louis XIV** Rich purple, margined bronze, one of the best. Immense. (10 for 60c) (100, \$5.00).

**Panorama** Deep orange-red, shaded mahogany. (10 for 60c) (100, \$4.80).

**Velvet King** Velvety purple-blue, a royal purple color. Inside crimson. (10 for 60c) (100, \$5.00).

**Mixed Breeders** Splendid, but not labeled. (10 for 60c) (100, \$4.40).

## Cottage Tulips

Same season and habit of growth as Darwins, supplying colors lacking in Darwins.

**Yellow (Inglescomb)** Glossy bright canary yellow. The yellow Darwin. Beautiful globe shaped flowers. (10 for 50c) (100, \$4.20).

**Picotee (Maiden's Blush)** Pure white daintily margined rose. Petals recurved. (10 for 50c) (100, \$4.00).

**Orange King** Very large globular flower of a beautiful orange with scarlet tinge. Sweet scented. (10 for 50c) (100, \$4.00).

**White Cottage** Cleaner white than White Queen. (10 for 50c) (100 for \$4.20).

## Hyacinths

(5 bulbs at 10 rate, 25 at 100 rate.)

Labeled, Prepaid in U. S. A.

Large bulbs that do especially well in pots, but of course splendid for outdoors also.

**L'Innocence.** Best pure white.

**Lady Derby.** Lovely soft rose. Large.

**Gertrude.** Splendid rose-pink.

**Queen of Blues.** Light blue or lavender.

**King of Blues.** Rich deep blue or purple.

Any of the above, assorted or alike, labeled: (Each 15c) (10 for \$1.40) (100 for \$12.00).

## BEDDING HYACINTHS

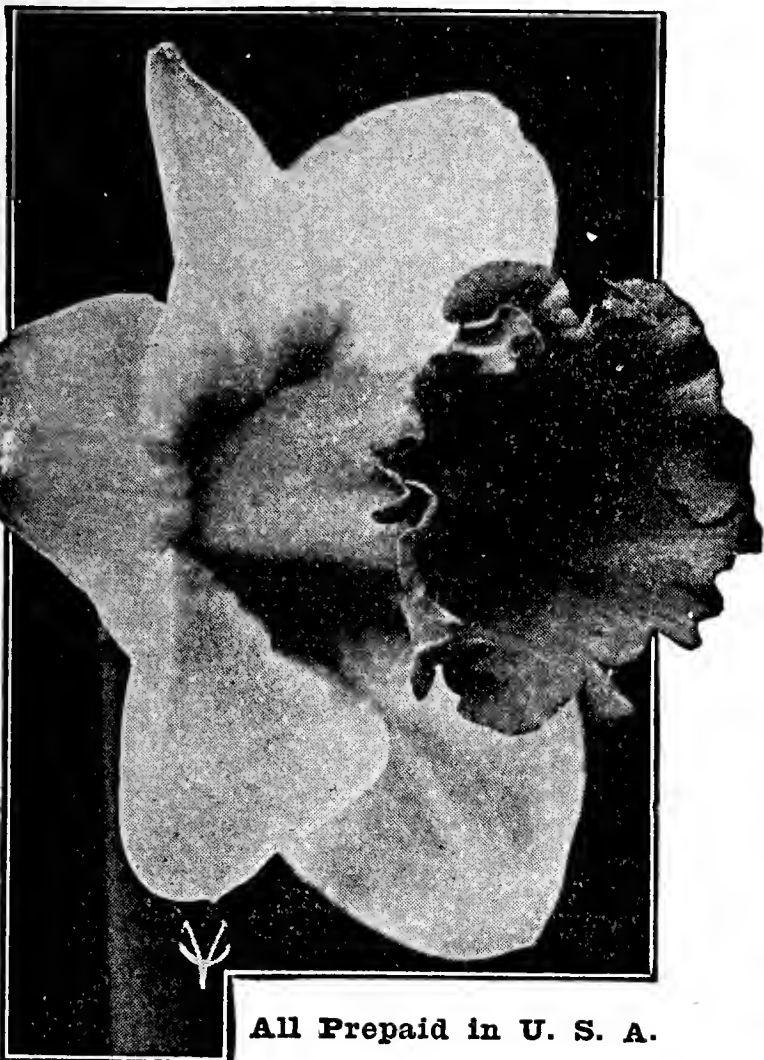
The same fine colors as above but smaller bulbs. Splendid for outdoors. Produce fine spikes. (White) (Light Pink) (Rose-Pink) (Light Blue) (Purple) (Each 10c) (10 for 90c) (100 for \$8.00). All colors labeled.

## EARLY CROCUS BULBS

They bring us good cheer often before winter has really left. White, purple and yellow in separate colors, labeled. (10 for 36c) (100 for \$3.00). Mixed (10 for 30c) (100 for \$2.40).

## Hardy NARCISSUS BULBS

All Are Good for Either Pots or Garden



All Prepaid in U. S. A.

5 Bulbs at 10 Rate

All Labeled

**King Alfred** Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large bold flower; tall and strong grower. Sure to please. (2 for 25c) (10 for \$1.00).

**Empress** Trumpet large, rich golden yellow; petals or perianth white; long stem (3 for 25c) (10 for 70c).

**Emperor** Like Empress, but entire flower is pure golden-yellow. The two make a fine pair. (3 for 25c) (10 for 70c).

**Poeticus Ornatus** White petals, small, yellow cup, margined scarlet. Fragrant. (4 for 25c) (10 for 50c).

**Von Sion** The well-known yellow daffodil much grown in pots and garden. Double. (3 for 25c) (10 for 70c).

## PAPER WHITE NARCISSUS

BLOOMS IN WATER

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. (4 for 25c) (10 for 50c).

## Fragrant Freesias

Prepaid

Very beautiful, graceful and delightfully fragrant.

**Culture.** Pot the bulbs in September or October for best results. Set the pots in cool place for a few weeks or more. Then place in or near window. Early potted bulbs bloom for Christmas.

**White Purity Strain.** (10 for 25c) (25, 50c).

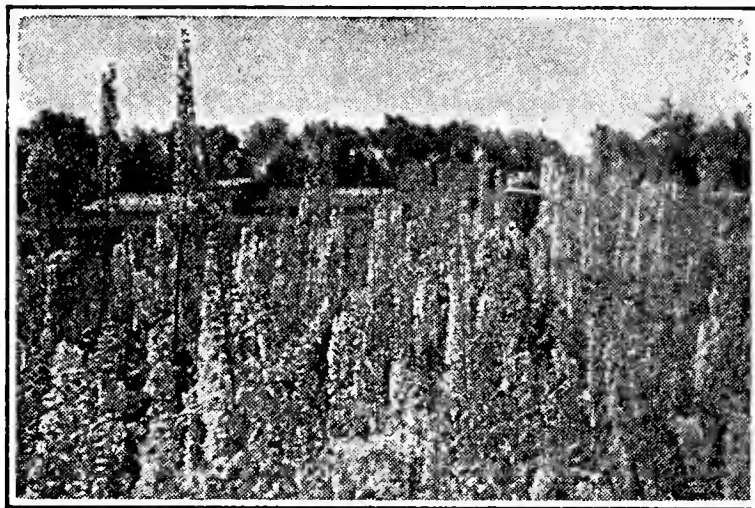
**Rainbow Mixed.** Colored Freesias in mixture. (10 for 30c) (25, 60c) (100, \$2.10).

**GOLDEN DAFFODIL FREESIAS.** New, rich golden yellow. (10 for 35c) (25 for 70c).

## Good HARDY PERENNIALS

All Plants and Roots Prepaid in U. S. A.

Set these out in September in most localities. Early October O. K. in many places.



**Delphinium Plants** Mixed colors, mostly shades of blue. Plant in fall for strong plants next summer. Special for Fall 1936, 10 plants for \$1.00; 25 plants for \$2.00. All prepaid in U. S. A.

**Columbine "RAINBOW BLEND" ROOTS.** Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only. Blooming size roots, 3 for 50c; 8 for \$1.00; 20 for 2.00. Prepaid.

**Statice (Sea Lavender.)** Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Field Grown Roots (2 for 50c) (5 for \$1.10) (10 for \$2.00.) Prepaid.

**Bleeding Heart** (Dicentra.) Popular garden favorite, blooming early in spring if set out in fall. Strong roots. (Each, 50c) (3 for \$1.40).

## LILY OF THE VALLEY

**LILY OF THE VALLEY** answers that question: "What can I grow in shade or partial shade?" Thrives also



out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 or more single roots. Good way to get quick results is to make 8 to 12 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely.

(Clump, \$1.00) (3 clumps, \$2.25) (6 clumps, \$4.00) (½ clump, 65c). Plant any time before ground freezes. Easy to grow. Eventually, the planting may become too thick to thrive well. In that case, thin them out or take all up, prepare a new bed or renovate the old one, reset, and give surplus to your neighbors.

**Important** You will get best results next season by planting Lily of the Valley this fall instead of next spring. Begins growth very early in spring.

## Super Wired Wood Labels

Took me YEARS to locate this real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Useful in garden also. Will supply these labels at: 100 for 40c; 200 for 75c; 500 for \$1.60; 1,000 for \$3.00, prepaid.

## At Digging-Time Prices--Fall Delivery

It's now a habit with me to offer gladiolus bulbs in my fall catalogue.

It would be almost impossible for me to break this habit, even if I wanted to do so. Because many of my customers have also formed a habit—of buying part or all their Glads in the fall.

It's good business to buy Glads in the fall. Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices.

Then, too, it's fun having your bulbs and bulblets right where you can watch them and keep them safely through the winter. Just to "paw them over" from time to time, and visualize the rare and beautiful spikes of bloom they will produce, is no small compensation, as any real fan will know.

### Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by the letter "**L**".

**MEDIUM BULBS** measure ¾ inch to an inch or larger, mixed sizes. These Medium Bulbs bloom splendidly, though the large bulbs make still larger spikes and **more of them**. Medium bulbs are designated by the letter "**M**".

**SMALL BULBS** are designated by the letter "**S**". They will average nearly half-inch in diameter. **Not sold as blooming sizes**, yet many will bloom.

**NOTE:** It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L., M. or S.**

### Prices, Terms, Delivery

Gladiolus prices are guaranteed for this fall only—until my spring catalogue is mailed in January. Many of these offers will be withdrawn altogether in January.

At digging-time prices, I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted.) If Glad order is less than \$1.00, please add 15c toward packing and shipping cost.

**Each item on your Glad order must amount to not less than 10c.**

**TERMS:** Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

**DELIVERY:** (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

**If your express office is different from your mail address**, please be **SURE** to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

### What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

**Medium** and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. **Large** and **Medium** bulbs best for blooms.

### If You Pay Transportation

As noted above, and elsewhere in the following pages, I prepay all but wholesale lots. **BUT**, many customers have been much pleased with my special proposition.

**If the customer pays express on Glads priced prepaid** I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order or some good kinds, my selection, or maybe both.

**If order part from wholesale list and part from prepaid lists**, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**"

**On good size orders express usually cheaper**, as bulbs take a special low rate by **express**.

**But if you specify parcel post shipment** and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. **We keep no postage accounts.** Either express, you pay express on arrival, or parcel post, the postage C. O. D.

**Any Glads priced prepaid** may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you **more than enough extra stock to offset the carrying charges.** (Order should be \$3.00 or more to take advantage of this offer.)

**Send list for price on the lot**, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

**We ship bulbs all winter.** Prefer to ship soon as bulbs are ready, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

**SPRING DELIVERY.** While I need to ship a lot of bulbs in fall to avoid crowding my storage rooms in winter, yet if you can't take shipment in fall, I will store orders amounting to \$4.00 or more upon payment of 25 per cent or more on the order this fall. **But so far as possible, I need to ship Glad bulbs THIS FALL and early winter.** Short on storage room. Still more extra bulbs will be sent if you let me ship soon as bulbs are ready in fall and early winter.

**NOTICE** My fall Glad prices are made out early. If I am too low on some items, that's your good luck. If a bit high, I'll send plenty more Glads to adjust. Thus prices are in your favor "in the Long run."

### Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size.

### LONG'S Long Count

As all my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. **The larger the order, the more liberal the overcount.**



# Choice Named <sup>VARIETIES</sup> OF Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

These Prices Prepaid  
Bulbs Plainly Labeled

**Acadia** (Palmer.) Geranium-pink. Large. Lovely. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 2—10c; 10—40c).

**Aflame** (H.) Giant begonia-rose. (L. 2—12c; 10—50c).

**Aida** (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Alayne** (Kinyon.) Beautiful new shade of light rose. Never flecks. Straight stems. Blooms somewhat ruffled and all face one way. Splendid keeper when cut, opening up perfectly to the last tip. (L. \$1.60) (M. 90c) (S. 40c).

**Albatross** (Pf.) Large pure white. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 10—25c).

**Amador** (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).

**Apricot Glow** (Palmer.) As named. (L. 2—12c; 10—50c).

**Arabella** (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. Tall exhibition variety. (L. Each, \$1.00) (M. 60c) (S. 40c).

**Atherton** (Fletcher.) Clear medium yellow. A soft glow of pink lights up the throat. Large star-shaped florets. (L. 25c; 10—\$2.00).

**Ave Maria** (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Bagdad** (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Berty Snow** (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Betty Brown Eyes** (Briggs.) Orange, maroon blotches on two lower petals. (L. 10c; 10—80c) (M. 2—15c; 10—60c).

**Betty Co-Ed** (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Betty Nuthall** (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 10—30c).

**Bill Sowden** (Fallu.) Very large deep red. Favorite Australian Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Blue Admiral** (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Added to these good qualities is its healthy growth in field and good keeper in storage. One of my good friends and "fierce competitors" who has studied "blue" Glads more than I have says, "This is perhaps the most promising all-purpose variety of the darker 'blues' and a worthwhile addition to this class." (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

**Blue Danube** (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well spaced and faced blooms. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Blaue Schonheit** (Pf.) New. Light blue with edges of petals overlaid violet-blue. Wide opened florets. (L. Each, \$4.00) (M. \$2.50) (S. \$1.50).

**Blue Triumphator** (Pf.) Largest of the near blues. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).



- Bob White** (Zimmer.) Immense white with two rose lines on lower petals. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—12c; 10—50c).
- Champlain** (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—14c; 10—60c).
- Charles Dickens** (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).
- Charles Lindbergh** (Prestgard.) Pink with light throat. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).
- Christabel** (Mitsch.) Shrimp pink with cream throat. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c) (S. 3—10c; 10—30c).
- Commander Koehl** (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).
- Coronado** (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).
- Coronation** (Palmer.) Light salmon, shading to cream. Exhibition type. (L. 10c; 10—60c) (M. 2—10c; 10—30c) (S. 10—20c).
- Coryphee** (Pf.) Soft pink with white throat. Large blooms. (L. 2—15c; 10—60c).
- D. A. Hay** (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. 40c; 10—\$3.20) (M. 20c; 10—\$1.60).
- Damascus** (Stevens.) Deep rose-purple, overcast blue, red blotch. One of the most popular smokies. (L. 10c; 10—60c) (M. 2—10c; 10—40c).
- Debonair** (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).
- Do-X** (Pf.) Amber yellow. Good form, good size. Long spikes. (L. 60c; 10—\$4.80) (M. 40c; 10—\$3.20) (S. 20c; 10—\$1.60).
- Dr. F. E. Bennett** (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—30c).
- Dr. Durr** (Pf.) New white with cream throat. Very early. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).
- Dr. Hoeg** (Hoeg.) New, outstanding, very dark, glossy red. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20).
- Dr. Moody** (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).
- Dr. Nelson Shook** (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).
- Duna** (Palmer.) Soft light pinky buff. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 3—10c; 10—25c).
- Early Dawn** (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—18c).
- Edith Robson** (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).
- Emile Aubrun** (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).
- Fata Morgana** (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).
- Flaming Meteor** (Mitsch.) Extra large, red blooms, five or six open at a time. One of the tallest, most spectacular Glads grown. A real novelty. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c) (S. 3—10c; 10—30c).
- Gate of Heaven** (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).
- Giant Nymph** (Coleman.) Pink with creamy throat. Tall. (L. 2—12c; 10—50c).
- Gladdie Boy** (Bill.) Extra early decorative pink with deep yellow throat. Ruffled, and very lovely. Good for cutting and valuable because so early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).
- Golden Cup** (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 2—15c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).
- Golden Dream** (Groff.) Tall deep yellow. (L. 2—12c; 10—50c).
- Gold Mine** (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 10c; 10—70c) (M. 2—10c; 10—40c).
- Graf Zeppelin** (Pf.) Brilliant red. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).
- Helen Wills** (Salbach.) Clear large white, shading to soft cream on lower petals. Tall, vigorous, straight spike, lovely blooms of remarkable keeping qualities, well placed. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).
- Hercules** (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40).
- Heritage** (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.20).
- Isola Bella** (Pf.) New. Cattleya pink with a soft lilac hue. The wide open florets are slightly ruffled. (L. Each, \$4.00) (M. \$2.50) (S. \$1.50).
- Jane Addams** (Dec.) Very large lavender. (L. 2—15c; 10—60c).
- Janet** (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).
- J. S. Bach** (Pf.) Immense salmon-orange. (L. 35c; 10—\$2.80).
- Johann Strauss** (Pf.) Salmon-pink to peach-red, with yellow throat. (L. 60c) (M. 40c).
- Jonquil** (Palmer.) Clear deep yellow without markings. (L. 60c) (M. 40c) (S. 20c).
- Jonkheer Van Tets** (Pf.) Grand immense white. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).
- King Arthur** (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).
- Lady Eaton** (Palmer.) Soft venetian pink, with nearly white throat. (L. Each, 50c) (M. 30c) (S. 20c).
- La Paloma** (Dusinberre.) Vivid orange. One of the earliest. (L. 2—12c; 10—50c).
- Libelle** (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).
- Linalee** (D.) Large rich pink, apparently a Phipps seedling. (L. 10c; 10—80c) (M. 2—10c; 10—40c).



**Lindesta** (Palmer). Salmon-rose with cream throat. Tall spike. Large. (L. 15c; 10—\$1.20) (M. 2—14c; 10—60c).

**Londonderry** (Christ.) Giant rich orange with faint smoky cast over all. Touch of carmine in the throat. A giant in both plant and flowers. Outstanding. (L. Each, \$2.00) (M. \$1.00) (S. 60c).

**Loyalty** (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 2—14c; 10—60c).

**Ludwig Beethoven** (Pf.) Smoky mauve. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c).

**Makenu** (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfitzer's Triumph in color. Does not burn in sun. (L. each, \$1.50; (M. \$1.00) (S. 60c).

**Maid of Orleans** (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).

**Mammoth White** (U. B.) Immense white. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Marjorie Morrill** (Jacobs.) Creamy pink. Basket of Marjorie won blue ribbon at New England Glad Show, 1934. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—14c; 10—60c).

**Marmora** (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Maunga** (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, \$1.50) (M. \$1.00) (S. 60c).

**Margaret Fulton** Superb early salmon decorative. A distinct shade, different from the color of any other variety. Great favorite with florists on account of its rich color. Fine habits. Has been high priced but increases fast, hence these low prices. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Mildred Louise** (Wentworth.) Marvelous strawberry pink. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c). (See page 19.)

**Milford** (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. But practically free from stripes, streaks, spots and blotches. Unusually clear even tone of lovely light blue. Some florets show a little deeper color in throat. Flowers very large, 9 open. Spike and placement good. I'm strong for this stately, sturdy, healthy, beautiful giant Glad. It's a winner." (L. Each, 80c) (M. 50c) (S. 35c).

**Minuet** (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Miss Des Moines** (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Miss Greeley** Description on page 19. (L. 2—14c; 10—55c) (M. 3—10c; 10—30c) (S. 10—20c).

**Miss New Zealand** (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. Good propagator and therefore now much cheaper than when introduced several years ago. (L. Each, \$1.25) (M. 80c) (S. 50c).

**Mother Machree** (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Mrs. E. A. Rides** (New Zealand.) Large blue lavender with reddish center. Eight large florets open. (L. each, 90c) (M. 60c) (S. 40c).

**Mrs. E. J. Heaton** (Heaton.) Glowing salmon with clear cream throat. Has as many as eight large flowers open on tall, strong, straight spikes. Something like Mildred Louise in general appearance. Originated in my home state, Iowa, by my good friend, Foss Heaton, who knows his Glads. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—12c; 10—50c).

**Mr. W. H. Phipps** (D.) "The Wonder Glad." La France pink. (L. 2—12c; 10—50c) (M. 10—25c).

**New Era** (Ellis-Majeski.) Eosine pink blended with La France pink. A pink that is PINK. Soft cream throat, white midribs. Extremely ruffled (very frilled). 10 open florets, 18 florets and buds. Good placement and always straight. Heavy texture. Under subdued light it has no equal. (No. 1, each, \$8.00) (No. 2, \$7.50) (No. 3, \$6.75) (No. 4, \$6.00) (No. 5, \$5.00) (No. 6, \$4.00) (Bulblets, each, 60c; 10—\$4.80).

**Ninth Symphony** (Pf.) New. A first class exhibition variety. Color vivid salmon red with silky sheen without any markings. The florets are very large, wide opened, of good lasting substance and excellently placed. (L. each, \$2.50) (M. \$2.00) (S. \$1.25).

**Our Selection** (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Pelegrina** (Pf.) New near blue. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 3—10c; 10—30c).

**Pensacola** (Christ.) Pure scarlet red. No markings. Very attractive. Some say the best in its color class. (L. each, \$2.00) (M. \$1.00) (S. 60c).

**Pfitzer's Triumph** (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c).

**Picardy** (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Pirate** (Palmer.) Shades of carmine and pomegranate-purple. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—30c).

**Pititi** (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. each, \$1.00) (M. 60c) (S. 40c).

**Polar Ice** (Pf.) Absolutely white, straight spike, florets of good size. This variety is one of the earliest whites, and therefore a valuable commercial. I was one of the first to import Polar Ice, in 1931. (L. 12c; 10—\$1.00) (M. 2—16c; 10—70c) (S. 2—12c; 10—50c).

**Prairie Gold** (Corrington.) Rich deep yellow. Carmine on tips and reverse side of petals. Buds and blooms lie close to stem. Spikes straight and strong. Habits good. The color is very unusual. Won first prize at National Show, South Bend, Ind., 1935. (L. \$1.50) (M. \$1.00) (S. 65c).

**Premier Henry** (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each, 50c) (M. 35c) (S. 25c).

**Primrose Princess** (Salbach.) Very large, stately, wide open primrose yellow. 5 to 7 open. Tall strong spike with long flower head. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Prof. Slogteran** (Holland.) Pure flesh pink; carmine feather. Straight spike. Large. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).



**Rameses** (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Rapture** (Palmer.) Medium light salmon with diffused creamy blotch. (L. 2—14c; 10—60c) (M. 3—14c; 10—40c) (S. 10—25c).

**Red Phipps** (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—14c; 10—55c) (M. 3—10c; 10—30c) (S. 10—20c).

**Red Prince** Unusual. Rich red decorative with velvety crimson throat. Edges ruffled. Not immense but good size. Tough straight spike. Habits good in every way. You will enjoy a few of these. My supply small. (L. 15c; 10—\$1.20).

**Redwood Beauty** (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. Bulb-lets very hard to germinate. Better buy bulbs of this. (L. \$1.20) (M. 75c) (S. 50c).

**Rideau** (Palmer.) Smoky salmon shade. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Salbach's Orchid** (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Salbach's Pink** (Salbach.) Large geranium-pink. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Scarlet Wonder** (Cowee.) Immense brilliant red. (L. 2—14c; 10—60c).

**Schwaben Girl** (Pf.) Pure pink without markings—strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 10—30c).

**Smiling Maestro** (Christ.) Deep salmon-rose, flaked brown. Large exhibition type. (L. 40c; 10—\$3.20) (M. 20c; 10—\$1.60) (S. 10c; 10—80c).

**Solveig** (Prestgard.) Large ruffled white with carmine feather. (L. each, 75c) (M. 50c).

**Sonatine** (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfizer's best. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—15c; 10—60c). (See page 23.)

**Southern Cross** (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 12c; 10—\$1.00) (M. 2—16c; 10—70c) (S. 2—12c; 10—50c).

**Spirit of St. Louis** (D.) Fine early orange saffron. Large spike with many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Spray of Gold** (Palmer.) Deep clear yellow. Waved petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Star of Bethlehem** (Pf.) New pure white similar to Maid of Orleans, but still larger. A winner. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c). (See page 23.)

**Stately Lavender** (Kinyon.) Soft pinkish lavender. Tall straight spike. 10 or more large blooms open. (L. 12c; 10—\$1.00) (M. 2—15c; 10—60c).

**Stuttgardia** (Pf.) Large brilliant red, no blotches. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c).

**Sultan** (Crow.) Large, velvety, rosy-red, ruffled. Many open. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

**Sunshine Girl** (Stevens.) Clear pink with lovely yellow throat. Beautiful. Early. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Sweetheart** (Prestgard.) Lovely decorative white with pink edges. (L. 2—16c; 10—70c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Taiaroa** (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 10c; 10—80c). (See page 23.)

**Takina** (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, rosaline purple, lightly flaked darker. (L. each, \$1.80) (M. \$1.25) (S. 75c). (See page 23.)

**Tawhaki** (New Zealand.) Terra-cotta, blooms with chocolate blotch. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.30).

**The Moor** (Palmer.) Deep rose-red blooms, somewhat ruffled. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00).

**Tip Top** (Pf.) Another new red from Europe. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 15c; 10—\$1.20).

**Toa** (New Zealand.) Another large husky spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60). (See page 23.)

**Veilchenblau** (Pf.) Blue-violet, good size, good color, good spike. (L. 2—12c; 10—50c).

**Virginia Skelly** (Kunderd - Skelly) Dainty, graceful, ruffled pink and cream. George W. Hunter, a large commercial grower, predicts Virginia Skelly will prove a valuable florist's variety. It is, of course, for the home garden as well. (L. 20c) (M. 15c) (S. 10c). (See page 23.)

**Wasaga** (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—20c).

**Whero** (New Zealand.) Immense scarlet-red with darker flecks at outer edges. The large blooms are of good lasting substance. Stock very scarce in New Zealand and other countries. (L. each, \$2.00) (M. \$1.25) (S. 75c). (See page 23.)

**Wurtembergia** (Pf.) Very large red with white throat. One of Pfizer's best. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

**Yellow Perfection** (Pf.) Large yellow. Good spike. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c).

**Early Bird Mixed** Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00) (M. 10—40c; 50—\$1.50; 100—\$2.80). Prepaid.

**Exhibition Mixed** Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00). Prepaid.



# Plenty Palmer's Pink Picardy

But I know better. This would not supply my customers. So I have several other plants as large as this. It's a case of "The More the Merrier."

"Believe it or not," this glorious sea of Pink Picardy was produced from medium and small bulbs. And thousands of spikes were cut and shipped all over the West, before this picture was taken. As the fisherman would say, "The big ones got away." First to bloom always the largest spikes.

That's what you think—maybe—when you see this snapshot of one of my Picardy plantings.

## Palmer's Pink Picardy at Practically Painless Prices

**What a Glad!** Originated by Mr. E. F. Palmer in Canada.

**First shown in U. S. A.** a few years ago. Talk about a sensation. I first saw it at the National Glad Show in Des Moines, Iowa.

**Since then Picardy** has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

**That price has arrived,** 'way ahead of schedule, for reasons I shall explain. Picardy increases amaingly fast. This accounts for prices coming down so rapidly. That's the explanation in a coupla nutshells.

**"On your right you will see"** a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

**Color, soft shrimp pink,** without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

**Spike of Picardy** grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

### Picardy Bulbs, Prepaid

|           | (5 at 10 rate, 25 at 100 rate) |        |        |        |        |        |
|-----------|--------------------------------|--------|--------|--------|--------|--------|
|           | No. 1                          | No. 2  | No. 3  | No. 4  | No. 5  | No. 6  |
| Ten ..... | \$0.50                         | \$0.40 | \$0.25 | \$0.20 | \$0.15 | \$0.10 |
| 100 ..... | 4.00                           | 3.00   | 1.80   | 1.20   | .80    | .60    |

#### PICARDY BULBLETS, PREPAID

|                                   | 100    | 1000   |
|-----------------------------------|--------|--------|
| Jumbo or Extra Large .....        | \$0.25 | \$2.00 |
| Mixed Sizes, but none small ..... | .10    | .60    |

### Picardy, F. O. B. Boulder

(25 at 100 rate, 250 at 1000 rate)  
Per 100—See wholesale list, page 24.  
Per 1000—See wholesale list, page 25.



**Mr. T. Girvan** writes from Bridgeport, Conn., Aug. 29, 1934: "Wow, what a Glad! My Picardy from No. 2 bulb bought of 'JD' had 10 giant blooms out and 12 more to come. Glad fans here were amazed."



# Gladiolus Collections

## \$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- |                |                       |
|----------------|-----------------------|
| 3 Acadia       | 3 Mammoth White       |
| 5 Aida         | 5 Margaret Fulton     |
| 3 Amador       | 5 Mother Machree      |
| 4 Bagdad       | 5 Mr. W. H. Phipps    |
| 4 Bertie Snow  | 5 Our Selection       |
| 6 Betty Co-Ed  | 5 Picardy             |
| 3 Dr. Moody    | 4 Primrose Princess   |
| 3 Dr. Shook    | 4 Rameses             |
| 4 Fata Morgana | 4 Spirit of St. Louis |
| 5 Gladdie Boy  | 5 Sunshine Girl       |

All the above, each labeled, \$3.30, prepaid.

## \$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$2.20.

## \$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Small, \$1.80.

## \$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- |                   |                   |
|-------------------|-------------------|
| 5 Bill Sowden     | 4 Libelle         |
| 4 Charles Dickens | 4 Maid of Orleans |
| 6 Commander Koehl | 6 Minuet          |
| 3 Coronation      | 6 Miss Greeley    |
| 3 Damascus        | 4 Pelegrina       |
| 4 Dr. Durr        | 5 Rapture         |
| 7 Early Dawn      | 6 Red Phipps      |
| 6 Golden Cup      | 5 Rideau          |
| 4 Gold Mine       | 6 Salbach Orchid  |
| 3 J. Van Tets     | 5 Spray of Gold   |
| 6 King Arthur     | 7 Wasaga          |

All the above, each labeled, \$5.00, prepaid.

## \$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Medium, \$3.80.

## \$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Small, \$2.90.

## \$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- |                    |                     |
|--------------------|---------------------|
| 4 Amador           | 5 Maid of Orleans   |
| 4 Betty Brown Eyes | 7 Mildred Louise    |
| 5 Bob White        | 5 Miss Greeley      |
| 4 Champlain        | 4 Pirate            |
| 5 Debonair         | 4 Polar Ice         |
| 5 Duna             | 5 Star of Bethlehem |
| 5 Edith Robson     | 7 Red Phipps        |
| 4 Emile Aubrun     | 5 Schwaben Girl     |
| 4 Gate of Heaven   | 4 Southern Cross    |
| 4 Helen Wills      | 4 Sweetheart        |
| 6 King Arthur      | 7 Wasaga            |
| 3 Linalee          | 5 Wurtembergia      |

All the above, each labeled, \$8.00, prepaid.

## \$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Medium, \$6.00.

## \$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Small, \$4.00.

## \$15.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- |                    |                     |
|--------------------|---------------------|
| 1 Alayne           | 4 Mrs. E. J. Heaton |
| 3 Blue Admiral     | 1 Rameses           |
| 3 Champlain        | 3 Pititi            |
| 2 Christobel       | 4 Prof. Slogteran   |
| 3 Flaming Meteor   | 1 Redwood Beauty    |
| 1 Hercules         | 3 Smiling Maestro   |
| 6 King Arthur      | 5 Sonatine          |
| 3 L. Beethoven     | 4 Star of Bethlehem |
| 1 Maunga           | 4 Taiaroa           |
| 2 Milford          | 4 Toa               |
| 2 Miss New Zealand | 1 Whero             |

All the above, each labeled, \$15.00, prepaid.

## \$11.00 Labeled Col. "DD"

Same kinds and same number of bulbs as in Collection "D," but bulbs Medium, \$11.00.

## \$8.00 Labeled Col. "DDD"

Same kinds and same number of bulbs as in Collection "D," but bulbs Small, \$8.00.

## \$6.60 Rare Bulblet Col. "E"

- |                    |                      |
|--------------------|----------------------|
| 5 Alayne           | 20 Mrs. E. J. Heaton |
| 18 Blue Admiral    | 3 Ninth Symphony     |
| 21 Champlain       | 3 Pensacola          |
| 44 Coronation      | 8 Pititi             |
| 41 Duna            | 32 Polar Ice         |
| 38 Edith Robson    | 1 Prairie Gold       |
| 19 Flaming Meteor  | 33 Sonatine          |
| 46 Gate of Heaven  | 22 Star of Bethlehem |
| 9 Heritage         | 11 Sweetheart        |
| 4 Maunga           | 23 Taiaroa           |
| 37 Mildred Louise  | 14 Toa               |
| 11 Milford         | 17 Virginia Skelly   |
| 9 Miss New Zealand | 4 Whero              |

## "Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to thrips. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. "You'll be surprised."

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and "Gossip" is yours. Otherwise, 10c, please.

## Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.

"I purchased some Red Phipps bulbs of you this spring. I am very pleased. The color is exquisite, shape and placement very good. They have stood up well under the drought and heat we have had here. I will surely give them more space in my garden next year."—J. E. G.



# The Large, Lovely Glad MILDRED LOUISE

MILDRED LOUISE is one of the largest, loveliest and best behaved Glads to date.

**SURPRISINGLY EARLY**, too, for such a large flowered type.

Pure deep salmon-pink, petals tipped strawberry pink, blending to pinary yellow in throat, with faint spectrum penciling.

The stem is tall, strong, flexible, but not clubby.

Very large, wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike.

The petals are firm, so much so that one customer said to me, **"That's the Glad with tin petals"**—meaning very resistant to heat and rough handling.

One of the earliest varieties, so large and lovely. A wonderful Glad.

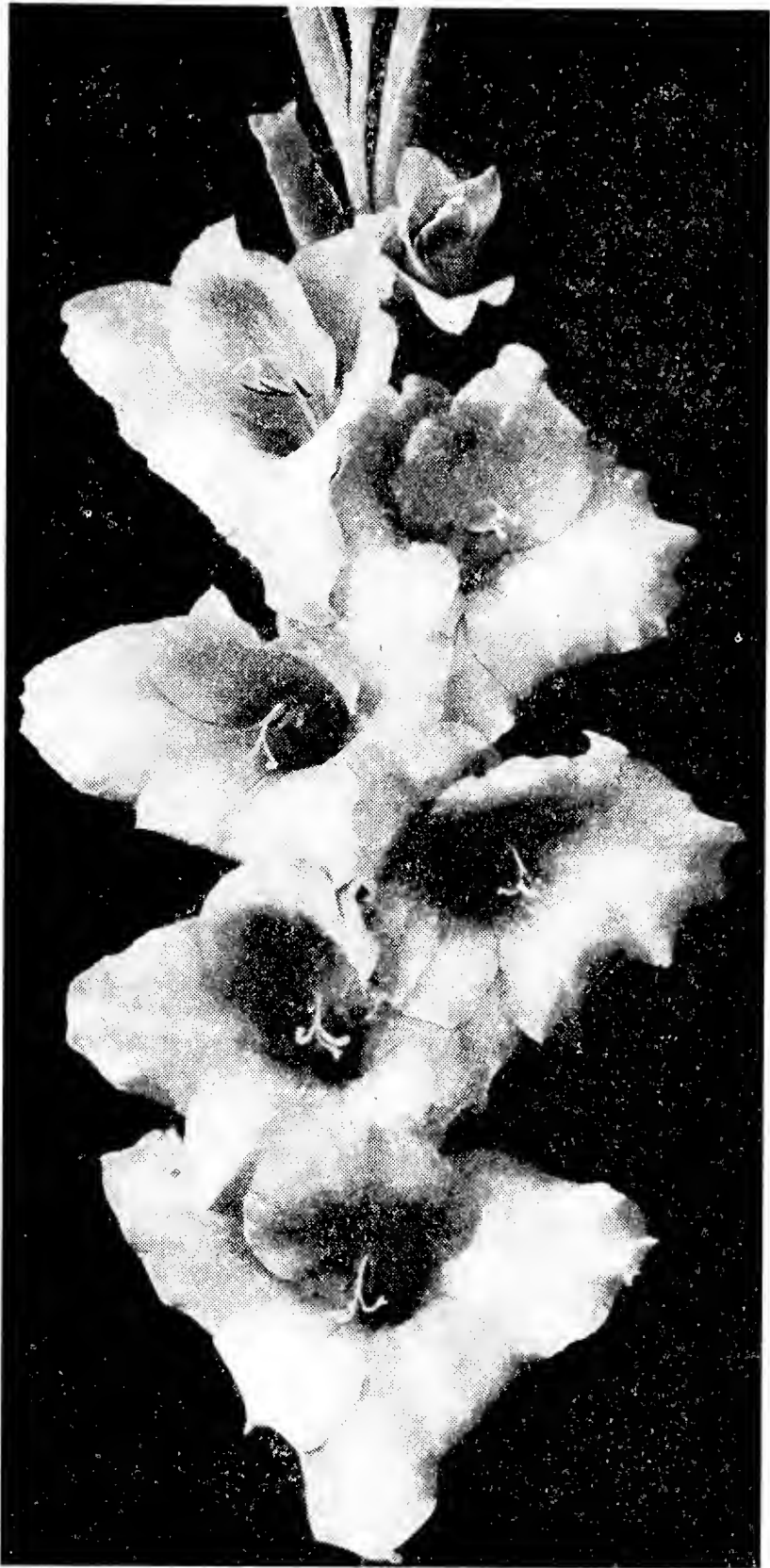
**"It's got what it takes."** One of the real topnotchers with a great future.

Never ask me which is the **BEST** Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting. **"Me for Mildred."**

1936 Fall Prices Reduced One-half

| New Mildred Louise Prices                     |               |                |                |                |                |  |
|---|---------------|----------------|----------------|----------------|----------------|--|
| (Prepaid anywhere the mails go.)              |               |                |                |                |                |  |
| No. 1<br>Each                                 | No. 2<br>Each | No. 3<br>2 for | No. 4<br>2 for | No. 5<br>2 for | No. 6<br>3 for |  |
| 12c   | 10c           | 15c            | 12c            | 10c            | 10c            |  |
| No. 1   | No. 2         | No. 3          | No. 4          | No. 5          | No. 6          |  |
| Ten ..\$ 1.00                                 | \$ .80        | \$ .60         | \$ .50         | \$ .40         | \$ .30         |  |
| 100 ... 8.00                                  | 6.00          | 5.00           | 4.00           | 3.00           | 2.40           |  |
| Bulblets.... (33—25c) (100—60c) (1000—\$5.00) |               |                |                |                |                |  |

(For Wholesale Prices **MILDRED LOUISE** per 100 and per 1,000 f. o. b., see pages 24 and 25.)



Mildred Louise

## Big Early Pink Glad—Miss Greeley

Much like one of its parents, **W. H. Phipps**, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes **Miss Greeley** especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

**Mr. P. J. Pentecost**, **"The Phipps King"** of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

Miss Greeley is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes. Commercial growers who woke up and bought Miss Greeley are cashing in at the early high prices for blooms.

| Miss Greeley Prices, Prepaid          |        |        |        |        |        |        |
|---------------------------------------|--------|--------|--------|--------|--------|--------|
| (5 bulbs at 10 rate. 25 at 100 rate.) |        |        |        |        |        |        |
|                                       | No. 1  | No. 2  | No. 3  | No. 4  | No. 5  | No. 6  |
| Ten .....                             | \$0.60 | \$0.50 | \$0.40 | \$0.30 | \$0.25 | \$0.20 |
| 100 .....                             | 4.80   | 3.60   | 2.40   | 2.00   | 1.60   | 1.20   |

(For Wholesale Prices **F. O. B.** see pages 24 and 25.)



Miss Greeley

# Cafeteria or "Help Yourself" Collections, Prepaid

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

**FIRST.** Not more than one of any item in any one collection.

**SECOND.** Items must be taken as listed. Don't split any.

**THIRD.** Smallest collection must amount to 8 items for \$3.00. All Bulbs plainly labeled.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

**PRICES FOR "HELP YOURSELF" COLLECTIONS.** (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) **ALL PREPAID.**

|       |                         |        |                          |        |                           |
|-------|-------------------------|--------|--------------------------|--------|---------------------------|
| HY 1  | Acadia, 5 No. 2         | HY 61  | Gladdie Boy, 16 No. 3    | HY 121 | Rameses, 20 No. 4         |
| HY 2  | Acadia, 6 No. 3         | HY 62  | Gladdie Boy, 20 No. 4    | HY 122 | Rameses, 28 No. 5         |
| HY 3  | Acadia, 7 No. 4         | HY 63  | Gladdie Boy, 27 No. 5    | HY 123 | Rapture, 7 No. 2          |
| HY 4  | Aida, 13 No. 3          | HY 64  | Golden Cup, 5 No. 2      | HY 124 | Rapture, 10 No. 3         |
| HY 5  | Aida, 18 No. 4          | HY 65  | Golden Cup, 8 No. 3      | HY 125 | Rapture, 14 No. 4         |
| HY 6  | Aida, 25 No. 5          | HY 66  | Gold Mine, 5 No. 2       | HY 126 | Red Phipps, 14 No. 3      |
| HY 7  | Ave Maria, 18 No. 4     | HY 67  | Gold Mine, 7 No. 3       | HY 127 | Red Phipps, 18 No. 4      |
| HY 8  | Amador, 5 No. 2         | HY 68  | Helen Wills, 12 No. 3    | HY 128 | Red Phipps, 21 No. 5      |
| HY 9  | Amador, 6 No. 3         | HY 69  | Helen Wills, 20 No. 4    | HY 129 | Rideau, 7 No. 1           |
| HY 10 | Amador, 7 No. 4         | HY 70  | Helen Wills, 29 No. 5    | HY 130 | Rideau, 9 No. 2           |
| HY 11 | Bagdad, 10 No. 3        | HY 71  | J. Van Tets, 5 No. 2     | HY 131 | Rideau, 12 No. 3          |
| HY 12 | Bagdad, 15 No. 4        | HY 72  | J. Van Tets, 7 No. 3     | HY 132 | Salbach's Or., 9 No. 2    |
| HY 13 | Berty Snow, 10 No. 2    | HY 73  | King Arthur, 4 No. 2     | HY 133 | Salbach's Or., 15 No. 3   |
| HY 14 | Betty B. Eyes, 6 No. 2  | HY 74  | King Arthur, 6 No. 3     | HY 134 | Salbach's Or., 20 No. 4   |
| HY 15 | Betty Co-Ed, 9 No. 2    | HY 75  | King Arthur, 8 No. 4     | HY 135 | Salbach's Or., 30 No. 5   |
| HY 16 | Betty Co-Ed, 12 No. 3   | HY 76  | King Arthur, 11 No. 5    | HY 136 | Schwaben Girl, 6 No. 2    |
| HY 17 | Betty Co-Ed, 16 No. 4   | HY 77  | Libelle, 5 No. 2         | HY 137 | Schwaben Girl, 8 No. 3    |
| HY 18 | Betty Co-Ed, 21 No. 5   | HY 78  | Libelle, 8 No. 3         | HY 138 | Schwaben Girl, 10 No. 4   |
| HY 19 | Bill Sowden, 16 No. 4   | HY 79  | Libelle, 10 No. 4        | HY 139 | Sonatine, 2 No. 2         |
| HY 20 | Bill Sowden, 22 No. 5   | HY 80  | Linalee, 5 No. 2         | HY 140 | Sonatine, 3 No. 3         |
| HY 21 | Blue Admiral, 2 No. 3   | HY 81  | Marmora, 15 No. 3        | HY 141 | Sonatine, 4 No. 4         |
| HY 22 | Blue Admiral, 3 No. 4   | HY 82  | M. of Orleans, 9 No. 3   | HY 142 | Sonatine, 5 No. 5         |
| HY 23 | Blue Admiral, 4 No. 5   | HY 83  | M. of Orleans, 12 No. 4  | HY 143 | Sonatine, 6 No. 6         |
| HY 24 | Champlain, 2 No. 2      | HY 84  | M. of Orleans, 16 No. 5  | HY 144 | Southern Cross, 3 No. 2   |
| HY 25 | Champlain, 3 No. 3      | HY 85  | Mamm'h White, 7 No. 2    | HY 145 | Southern Cross, 5 No. 3   |
| HY 26 | Champlain, 4 No. 4      | HY 86  | Marg. Fulton, 15 No. 3   | HY 146 | Southern Cross, 7 No. 4   |
| HY 27 | Champlain, 5 No. 5      | HY 87  | Marg. Fulton, 20 No. 4   | HY 147 | Southern Cr., 12 No. 6    |
| HY 28 | Comm. Koehl, 11 No. 3   | HY 88  | Milford, 1 No. 4         | HY 148 | Spir. of St. L., 15 No. 3 |
| HY 29 | Comm. Koehl, 18 No. 4   | HY 89  | Minuet, 9 No. 2          | HY 149 | Spir. of St. L., 20 No. 4 |
| HY 30 | Comm. Koehl, 26 No. 5   | HY 90  | Minuet, 15 No. 3         | HY 150 | Spray of Gold, 8 No. 1    |
| HY 31 | Comm. Koehl, 34 No. 6   | HY 91  | Minuet, 20 No. 4         | HY 151 | Spray of Gold, 10 No. 2   |
| HY 32 | Coronation, 5 No. 2     | HY 92  | Miss Greeley, 8 No. 2    | HY 152 | Star of Beth., 1 No. 1    |
| HY 33 | Coronation, 8 No. 3     | HY 93  | Miss Greeley, 20 No. 5   | HY 153 | Star of Beth., 2 No. 3    |
| HY 34 | Coronation, 12 No. 4    | HY 94  | Miss N. Zealand, 1 No. 5 | HY 154 | Star of Beth., 3 No. 4    |
| HY 35 | Damascus, 9 No. 2       | HY 95  | Marj. Morrill, 3 No. 1   | HY 155 | Star of Beth., 4 No. 5    |
| HY 36 | Debonair, 4 No. 2       | HY 96  | Marj. Morrill, 4 No. 2   | HY 156 | Sultan, 5 No. 2           |
| HY 37 | Debonair, 5 No. 3       | HY 97  | M. Machree, 14 No. 3     | HY 157 | Sultan, 7 No. 3           |
| HY 38 | Debonair, 8 No. 4       | HY 98  | M. Machree, 20 No. 4     | HY 158 | Sunshine Girl, 11 No. 2   |
| HY 39 | Dr. Durr, 5 No. 2       | HY 99  | M. Machree, 28 No. 5     | HY 159 | Sunshine Girl, 16 No. 3   |
| HY 40 | Dr. Durr, 6 No. 3       | HY 100 | Our Selection, 9 No. 2   | HY 160 | Sweetheart, 6 No. 2       |
| HY 41 | Dr. Durr, 8 No. 4       | HY 101 | Our Selection, 30 No. 5  | HY 161 | Sweetheart, 8 No. 3       |
| HY 42 | Dr. Durr, 10 No. 5      | HY 102 | Pelegrina, 4 No. 1       | HY 162 | Taiaroa, 1 No. 1          |
| HY 43 | Duna, 4 No. 2           | HY 103 | Pelegrina, 6 No. 2       | HY 163 | Taiaroa, 2 No. 3          |
| HY 44 | Duna, 5 No. 3           | HY 104 | Pelegrina, 9 No. 3       | HY 164 | Taiaroa, 3 No. 4          |
| HY 45 | Duna, 8 No. 4           | HY 105 | Picardy, 18 No. 3        | HY 165 | Taiaroa, 4 No. 5          |
| HY 46 | Duna, 11 No. 5          | HY 106 | Picardy, 24 No. 4        | HY 166 | Toa, 1 No. 1              |
| HY 47 | Early Dawn, 7 No. 2     | HY 107 | Picardy, 33 No. 5        | HY 167 | Toa, 1 No. 2              |
| HY 48 | Early Dawn, 10 No. 3    | HY 108 | Picardy, 44 No. 6        | HY 168 | Toa, 2 No. 4              |
| HY 49 | Early Dawn, 14 No. 4    | HY 109 | Pirate, 6 No. 3          | HY 169 | Virginia Skelly, 2 No. 2  |
| HY 50 | Early Dawn, 21 No. 5    | HY 110 | Pititi, 1 No. 4          | HY 170 | Virginia Skelly, 3 No. 3  |
| HY 51 | Early Dawn, 33 No. 6    | HY 111 | Pititi, 2 No. 6          | HY 171 | Virginia Skelly, 4 No. 4  |
| HY 52 | Edith Robson, 6 No. 2   | HY 112 | Polar Ice, 4 No. 2       | HY 172 | Wasaga, 6 No. 2           |
| HY 53 | Edith Robson, 7 No. 3   | HY 113 | Polar Ice, 6 No. 3       | HY 173 | Wasaga, 10 No. 3          |
| HY 54 | Fata Morgana, 8 No. 2   | HY 114 | Polar Ice, 8 No. 4       | HY 174 | Wasaga, 14 No. 4          |
| HY 55 | Fata Morgana, 12 No. 3  | HY 115 | Prim. Princess, 10 No. 2 | HY 175 | Wasaga, 18 No. 5          |
| HY 56 | Fata Morgana, 16 No. 4  | HY 116 | Prim. Princess, 14 No. 3 | HY 176 | Wasaga, 24 No. 6          |
| HY 57 | Gate of Heaven, 4 No. 2 | HY 117 | Prim. Princess, 20 No. 4 | HY 177 | Wurtembergia, 7 No. 2     |
| HY 58 | Gate of Heaven, 7 No. 3 | HY 118 | Rameses, 8 No. 1         | HY 178 | Wurtembergia, 10 No. 3    |
| HY 59 | Gate of Heaven, 9 No. 4 | HY 119 | Rameses, 11 No. 2        | HY 179 | Wurtembergia, 13 No. 4    |
| HY 60 | G. of Heaven, 11 No. 5  | HY 120 | Rameses, 15 No. 3        | HY 180 | Wurtembergia, 16 No. 5    |





One of my fields of **RED PHIPPS** Glads  
at the foot of the Rockies.

## Red Phipps—A Winner

**Phipps seedling**, bright glowing red, originated by Mrs. Elizabeth Briggs. **Much earlier than Phipps.** Many open.

**The blossoms** have that charming sheen found in the original Mr. W. H. Phipps Glad.

**Spikes** long, straight and strong, but no excess baggage. The long flower heads run more uniform than Phipps. No stubby spikes.

**Placement of florets splendid.** Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

**Mr. Coit Colburn**, noted authority on Glads, says in Flower Grower magazine, Feb., 1935: "The red that gave me the most satisfaction is **Red Phipps (Briggs)**. I like its softness of color, the way it faces on the spike, its glowing warmth, the way it opens 8-9 in perfect condition, the way it lasts as a cut flower. In short, I like it very much."

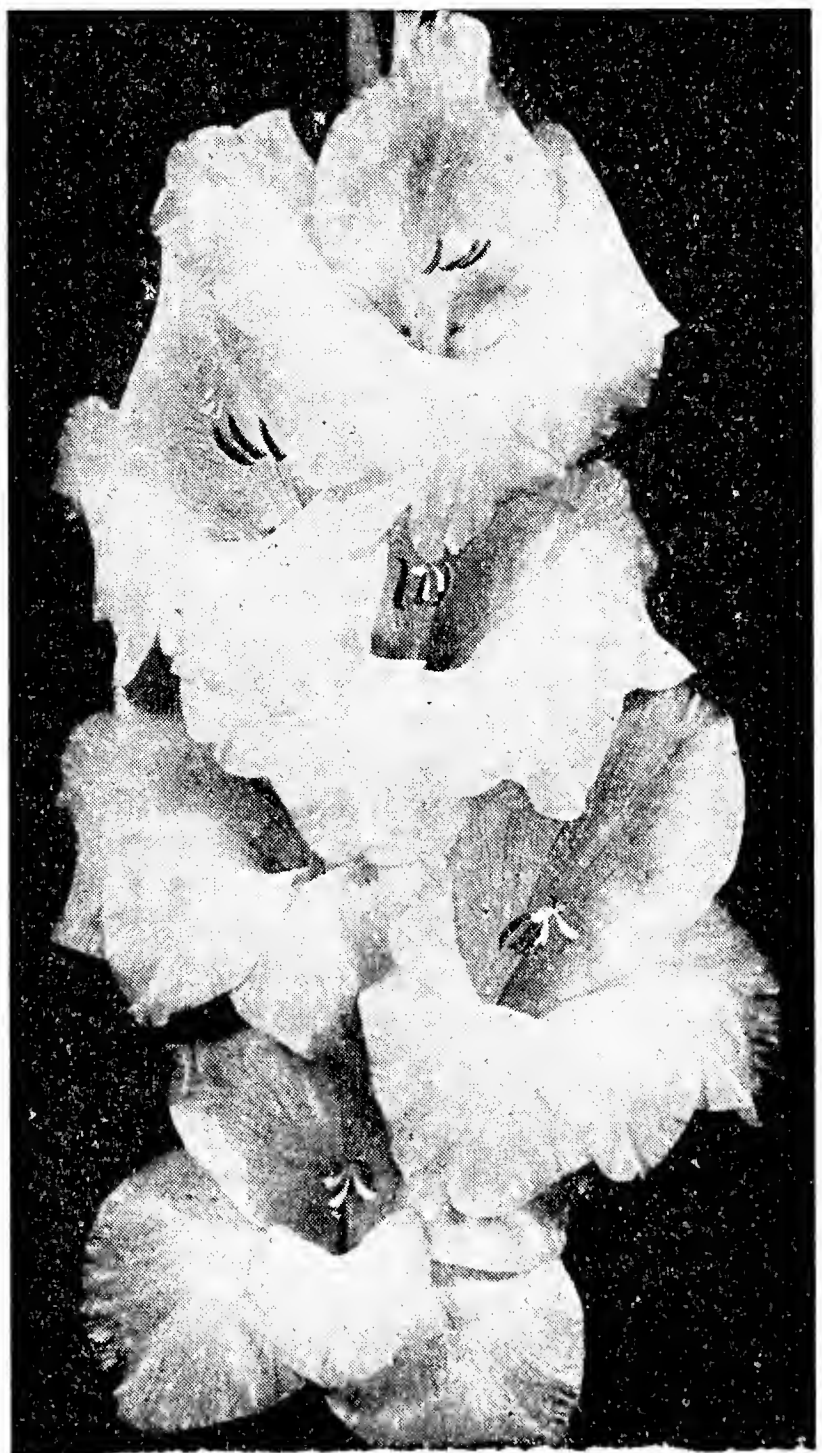
**Red Phipps** wins many prizes at leading shows. Stephen Jacobs won first at the N. E. G. S. Boston Show in 1935, and **AGAIN** in 1936! When you win first at a Boston show you're going some.

### Red Phipps Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

|                | No. 1  | No. 2  | No. 3  | No. 4  | No. 5  | No. 6  |
|----------------|--------|--------|--------|--------|--------|--------|
| <b>Ten</b> ... | \$0.60 | \$0.50 | \$0.40 | \$0.30 | \$0.25 | \$0.20 |
| <b>100</b> ... | 4.80   | 3.60   | 2.40   | 2.00   | 1.60   | 1.20   |

**Wholesale Prices F. O. B.—Pages 24 and 25.**



Red Phipps—"Red that IS Red"



# Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. 500 bulblets at the 1000 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c. All plainly labeled.

| Bulb Prices Per 100      | Size 1<br>1½ In.<br>Up | Size 2<br>1¼-1½<br>Inches | Size 3<br>1-1¼<br>Inches | Size 4<br>¾-1<br>Inches | Size 5<br>½-¾<br>Inches | Size 6<br>¼-½<br>Inches | Blts.<br>Per<br>1000 |
|--------------------------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|-------------------------|----------------------|
| ACADIA .....             | \$ 8.00                | \$ 6.00                   | \$ 5.00                  | \$ 4.00                 | \$ 3.20                 | \$ 2.80                 | \$ 2.50              |
| AFLAME .....             | 4.00                   | 3.00                      | 2.40                     | ....                    | ....                    | ....                    | 1.00                 |
| AIDA .....               | 3.80                   | 3.00                      | 2.40                     | 2.00                    | 1.60                    | 1.20                    | 1.50                 |
| ALBATROSS .....          | 5.00                   | 4.00                      | 3.00                     | 2.40                    | 2.00                    | ....                    | 2.00                 |
| AMADOR .....             | 8.00                   | 6.40                      | 5.00                     | 4.00                    | 3.00                    | 2.40                    | 4.00                 |
| APRICOT GLOW.....        | 3.60                   | 2.80                      | 2.00                     | ....                    | ....                    | ....                    | .80                  |
| BAGDAD .....             | 4.00                   | 3.20                      | 2.40                     | 1.80                    | 1.20                    | .80                     | .80                  |
| BERTY SNOW.....          | 3.80                   | 3.00                      | 2.00                     | 1.60                    | 1.00                    | ....                    | .80                  |
| BETTY CO-ED.....         | 4.00                   | 3.20                      | 2.80                     | 2.00                    | 1.60                    | 1.20                    | 2.00                 |
| BETTY NUTHALL.....       | 3.80                   | 3.00                      | 2.40                     | 1.80                    | ....                    | ....                    | 1.00                 |
| BILL SOWDEN.....         | 4.00                   | 3.20                      | 2.80                     | 2.00                    | 1.20                    | .80                     | 1.00                 |
| CHARLES DICKENS.....     | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | .90                     | 1.00                 |
| COMMANDER KOEHL.....     | 4.20                   | 3.60                      | 2.40                     | 1.60                    | 1.20                    | 1.00                    | 1.50                 |
| CORONATION .....         | 6.00                   | 4.80                      | 3.20                     | 2.40                    | 1.80                    | ....                    | 2.00                 |
| DAMASCUS .....           | 5.00                   | 4.00                      | 3.00                     | 2.40                    | ....                    | ....                    | 2.00                 |
| DEBONAIR .....           | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | 2.40                    | 2.50                 |
| DR. DUBB.....            | 7.00                   | 5.60                      | 4.00                     | 3.20                    | 2.40                    | 2.00                    | 2.00                 |
| DR. MOODY.....           | 3.80                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | ....                    | .80                  |
| DR. SHOOK .....          | 3.80                   | 3.00                      | 2.00                     | 1.60                    | ....                    | ....                    | .80                  |
| DUNA .....               | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | 2.40                    | 2.50                 |
| EARLY DAWN.....          | 5.00                   | 4.00                      | 3.00                     | 2.00                    | 1.60                    | 1.20                    | 1.50                 |
| EDITH ROBSON.....        | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | 2.40                    | 3.00                 |
| EMILE AUBRUN.....        | 4.40                   | 3.20                      | 2.40                     | 1.80                    | ....                    | ....                    | ....                 |
| FATA MORGANA.....        | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | ....                    | 1.50                 |
| GATE OF HEAVEN.....      | 8.00                   | 6.00                      | 4.80                     | 3.60                    | 3.00                    | 2.40                    | 3.00                 |
| GIANT NYMPH.....         | 3.80                   | 3.00                      | 2.00                     | 1.60                    | ....                    | ....                    | .80                  |
| GLADDIE BOY.....         | ....                   | 2.80                      | 1.80                     | 1.40                    | 1.20                    | ....                    | 1.00                 |
| GOLDEN CUP.....          | 6.00                   | 4.80                      | 3.60                     | 2.40                    | 2.00                    | 1.60                    | 2.00                 |
| GOLDEN DREAM.....        | 3.80                   | 3.00                      | 2.40                     | ....                    | ....                    | ....                    | .80                  |
| GOLD MINE.....           | 6.00                   | 4.80                      | 3.60                     | 2.80                    | ....                    | ....                    | ....                 |
| GRAF ZEPPELIN.....       | 4.00                   | 3.20                      | 2.40                     | ....                    | ....                    | ....                    | 1.20                 |
| HELEN WILLS .....        | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | .80                     | 1.00                 |
| JANET .....              | 4.00                   | 3.20                      | 2.80                     | ....                    | ....                    | ....                    | 1.20                 |
| J. VAN TETS.....         | 6.00                   | 4.80                      | 3.20                     | 2.80                    | 2.40                    | ....                    | 8.00                 |
| KING ARTHUR.....         | 10.00                  | 8.00                      | 6.00                     | 4.00                    | 3.00                    | 2.40                    | 4.00                 |
| L. BEETHOVEN.....        | 8.00                   | 6.00                      | 4.80                     | 3.60                    | 2.80                    | ....                    | ....                 |
| LIBELLE .....            | 6.00                   | 4.80                      | 3.20                     | 2.80                    | 2.00                    | ....                    | 2.00                 |
| LINALEE .....            | 8.00                   | 6.00                      | 4.80                     | 3.20                    | ....                    | ....                    | ....                 |
| MAID OF ORLEANS.....     | 5.60                   | 4.40                      | 3.20                     | 2.80                    | 2.20                    | 1.80                    | 3.00                 |
| MAMMOTH WHITE.....       | 4.00                   | 3.20                      | 2.40                     | 1.80                    | 1.20                    | 1.00                    | 1.20                 |
| MARMORA .....            | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | .80                     | 1.00                 |
| MARGARET FULTON.....     | ....                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | ....                    | 1.00                 |
| MILDRED LOUISE.....      | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | 2.40                    | 5.00                 |
| MINUET .....             | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | ....                    | 1.60                 |
| MISS DES MOINES.....     | 5.00                   | 4.00                      | 3.60                     | ....                    | ....                    | ....                    | ....                 |
| MISS GREELEY.....        | 4.80                   | 3.60                      | 2.40                     | 2.00                    | 1.60                    | 1.20                    | 2.00                 |
| MOTHER MACHREE.....      | 4.00                   | 3.00                      | 2.40                     | 1.80                    | 1.20                    | 1.00                    | .80                  |
| MR. W. H. PHIPPS.....    | 4.00                   | 3.00                      | 2.00                     | 1.60                    | ....                    | ....                    | 1.00                 |
| OUR SELECTION.....       | 4.00                   | 3.00                      | 2.00                     | 1.20                    | 1.00                    | .80                     | 1.00                 |
| PELEGRINA .....          | 6.00                   | 4.80                      | 3.60                     | 2.80                    | 2.00                    | 1.60                    | 2.00                 |
| PICARDY .....            | 4.00                   | 3.00                      | 1.80                     | 1.20                    | .80                     | .60                     | .60                  |
| PIRATE .....             | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | ....                    | 4.00                 |
| POLAR ICE.....           | 10.00                  | 8.00                      | 6.00                     | 4.80                    | 4.00                    | ....                    | 5.00                 |
| PRIMROSE PRINCESS.....   | 4.00                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | .80                     | 1.00                 |
| RAMESES .....            | 4.00                   | 3.00                      | 2.40                     | 1.80                    | 1.20                    | 1.00                    | 1.00                 |
| RAPTURE .....            | 5.00                   | 4.00                      | 3.00                     | 2.40                    | 2.00                    | 1.60                    | 2.00                 |
| RED PHIPPS.....          | 4.80                   | 3.60                      | 2.40                     | 2.00                    | 1.60                    | 1.20                    | 2.00                 |
| RIDEAU .....             | 4.00                   | 3.00                      | 2.40                     | 2.00                    | 1.60                    | ....                    | 1.50                 |
| SALBACH ORCHID .....     | 4.00                   | 3.20                      | 2.00                     | 1.60                    | 1.20                    | 1.00                    | 1.50                 |
| SALBACH PINK .....       | 4.00                   | 3.20                      | 2.00                     | 1.60                    | ....                    | ....                    | 1.20                 |
| SCHWABEN GIRL.....       | 8.00                   | 6.00                      | 4.80                     | 3.60                    | 3.00                    | ....                    | 3.00                 |
| SOUTHERN CROSS.....      | 10.00                  | 8.00                      | 6.00                     | 5.00                    | 4.00                    | ....                    | 4.00                 |
| SPIRIT OF ST. LOUIS..... | ....                   | 3.00                      | 2.00                     | 1.60                    | ....                    | ....                    | 1.00                 |
| SPRAY OF GOLD.....       | 3.80                   | 3.00                      | 2.00                     | ....                    | ....                    | ....                    | 1.00                 |
| STATELY LAVENDER.....    | 10.00                  | 8.00                      | 6.00                     | ....                    | ....                    | ....                    | ....                 |
| SULTAN .....             | 8.00                   | 6.00                      | 5.00                     | 4.00                    | 3.00                    | ....                    | ....                 |
| SUNSHINE GIRL .....      | 3.80                   | 3.00                      | 2.00                     | 1.60                    | 1.20                    | ....                    | .80                  |
| SWEETHEART .....         | 6.40                   | 4.80                      | 4.00                     | 3.60                    | 3.20                    | 2.80                    | 5.00                 |
| WASAGA .....             | 6.00                   | 4.80                      | 3.60                     | 2.80                    | 2.00                    | 1.60                    | 2.00                 |
| WURTEMBERGIA .....       | 6.00                   | 4.80                      | 3.60                     | 3.00                    | 2.40                    | 2.00                    | 2.50                 |
| EARLY BIRD MIXED.....    | 5.00                   | 4.00                      | 3.20                     | 2.80                    | ....                    | ....                    | 2.00                 |
| EXHIBITION MIXED.....    | 4.00                   | 3.20                      | 2.80                     | 2.00                    | 1.60                    | ....                    | 1.80                 |

# Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. **ALL PLAINLY LABELED.**

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges. See page 12.

| Variety                | Per  | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 | Bulblets |       |
|------------------------|------|-------|-------|-------|-------|-------|-------|----------|-------|
| ALAYNE .....           | Each | 2.00  | 1.60  | 1.20  | .90   | .60   | .40   | 1..      | .20   |
|                        | Ten  | 16.00 | 12.80 | 9.60  | 7.20  | 4.80  | 3.20  | 10..     | 1.60  |
| ARABELLA .....         | Each | 1.25  | 1.00  | .80   | .60   | .50   | ....  | 5..      | .35   |
|                        | Ten  | 10.00 | 8.00  | 6.40  | 4.80  | 4.00  | ....  | 100..    | 6.00  |
| BLUE ADMIRAL .....     | Each | .30   | .25   | .20   | .15   | .12   | .10   | 10..     | .25   |
|                        | Ten  | 2.40  | 2.00  | 1.60  | 1.20  | 1.00  | .80   | 100..    | 2.00  |
|                        | 100  | 20.00 | 16.00 | 12.00 | 10.00 | 8.00  | 6.40  | 1000..   | 16.00 |
| BOB WHITE.....         | Ten  | 1.60  | 1.20  | 1.00  | .80   | .60   | .50   | 15..     | .20   |
|                        | 100  | 12.00 | 10.00 | 8.00  | 6.40  | 4.80  | 4.00  | 100..    | 1.00  |
| CHAMPLAIN .....        | Each | .25   | .20   | .15   | .12   | .10   | ....  | 15..     | .25   |
|                        | Ten  | 2.00  | 1.60  | 1.20  | 1.00  | .80   | .60   | 100..    | 1.50  |
|                        | 100  | 16.00 | 12.00 | 10.00 | 8.40  | 6.00  | 4.80  | 1000..   | 10.00 |
| D. A. HAY.....         | Each | .50   | .40   | .30   | .20   | ....  | ....  | 10..     | .25   |
| DEBONAIR .....         | Ten  | 1.00  | .80   | .60   | .50   | .40   | .30   | 100..    | .30   |
| DO-X .....             | Each | .70   | .60   | .50   | .40   | .25   | .20   | 6..      | .25   |
| FLAMING METEOR.....    | Each | .15   | .12   | .10   | ....  | ....  | ....  | 20..     | .25   |
|                        | Ten  | 1.20  | 1.00  | .80   | .60   | .40   | .30   | 100..    | .80   |
| HERCULES .....         | Each | .50   | .40   | .35   | .30   | .25   | ....  | .....    | ....  |
| HERITAGE .....         | Each | .50   | .40   | .35   | .30   | .25   | .20   | 5..      | .20   |
| JONQUIL .....          | Each | .60   | .50   | .40   | .30   | .20   | ....  | 5..      | .20   |
| KING ARTHUR.....       | Each | .15   | .12   | .10   | ....  | ....  | ....  | 30..     | .20   |
|                        | Ten  | 1.20  | 1.00  | .75   | .50   | .40   | .30   | 100..    | .50   |
|                        | 100  | 10.00 | 8.00  | 6.00  | 4.00  | 3.00  | 2.40  | 1000..   | 4.00  |
| LADY EATON.....        | Each | .60   | .50   | .35   | .30   | .25   | .20   | 5..      | .25   |
|                        | Ten  | 4.80  | 4.00  | 2.80  | 2.40  | 2.00  | 1.60  | 100..    | 4.00  |
| LONDONDERRY .....      | Each | 2.50  | 2.00  | 1.50  | 1.00  | .80   | .60   | 5..      | 1.00  |
| MAKENU .....           | Each | 1.50  | 1.25  | 1.00  | .75   | .60   | ....  | 5..      | .50   |
| MAUNGA .....           | Each | 2.00  | 1.50  | 1.25  | 1.00  | .75   | .60   | 1..      | .20   |
|                        | Ten  | 16.00 | 12.00 | 10.00 | 8.00  | 6.00  | 4.80  | 10..     | 1.60  |
| MILFORD .....          | Each | 1.00  | .80   | .60   | .50   | .40   | .35   | 10..     | .40   |
|                        | Ten  | 8.00  | 6.40  | 4.80  | 4.00  | 3.20  | 2.80  | 100..    | 3.00  |
| MISS NEW ZEALAND....   | Each | 1.50  | 1.25  | 1.00  | .80   | .60   | .50   | 5..      | .50   |
|                        | Ten  | 12.00 | 10.00 | 8.00  | 6.40  | 4.80  | 3.20  | 100..    | 8.00  |
| MRS. E. J. HEATON..... | Each | .25   | .20   | .15   | .12   | .10   | ....  | 10..     | .25   |
|                        | Ten  | 2.00  | 1.60  | 1.20  | 1.00  | .70   | .50   | 100..    | 2.00  |
|                        | 100  | 16.00 | 12.00 | 10.00 | 8.00  | 5.60  | 4.00  | .....    | ....  |
| NINTH SYMPHONY .....   | Each | 3.00  | 2.50  | 2.25  | 2.00  | 1.50  | 1.25  | 1..      | .25   |
| PENSACOLA .....        | Each | 2.50  | 2.00  | 1.50  | 1.00  | .80   | .60   | 5..      | 1.00  |
| PITITI .....           | Each | 1.25  | 1.00  | .80   | .60   | .50   | .40   | 10..     | .50   |
|                        | Ten  | 10.00 | 8.00  | 6.40  | 4.80  | 4.00  | 3.20  | 100..    | 4.00  |
| POLAR ICE .....        | Ten  | 1.20  | 1.00  | .80   | .60   | .50   | .40   | 100..    | .60   |
| PRAIRIE GOLD.....      | Each | 2.00  | 1.50  | 1.20  | 1.00  | .80   | .65   | 1..      | .25   |
| PREMIER HENRY .....    | Each | .50   | .40   | .35   | .30   | .25   | .20   | .....    | ....  |
| REDWOOD BEAUTY.....    | Each | 1.50  | 1.20  | .90   | .75   | .60   | .50   | 5..      | .40   |
| SALBACH ORCHID .....   | Ten  | .60   | .50   | .40   | .25   | .20   | .15   | 100..    | .20   |
| SCHWABEN GIRL.....     | Ten  | 1.00  | .80   | .60   | .50   | .35   | .25   | 100..    | .40   |
| SMILING MAESTRO .....  | Each | .50   | .40   | .30   | .20   | .15   | .10   | 18..     | .25   |
| SONATINE .....         | Each | .25   | .20   | .15   | .12   | .10   | ....  | 12..     | .25   |
|                        | Ten  | 2.00  | 1.60  | 1.20  | 1.00  | .80   | .60   | 100..    | 1.60  |
|                        | 100  | 20.00 | 16.00 | 12.00 | 10.00 | 8.00  | 6.40  | 1000..   | 12.00 |
| STAR OF BETHLEHEM...   | Each | .30   | .25   | .20   | .15   | .12   | .10   | 10..     | .35   |
|                        | Ten  | 2.40  | 2.00  | 1.60  | 1.20  | 1.00  | .80   | 100..    | 2.50  |
|                        | 100  | 20.00 | 16.00 | 12.00 | 10.00 | 8.00  | 6.40  | 1000..   | 18.00 |
| TAIAROA .....          | Each | .35   | .30   | .25   | .20   | .12   | .10   | 10..     | .15   |
|                        | Ten  | 2.80  | 2.40  | 2.00  | 1.60  | 1.00  | .80   | 100..    | 1.00  |
| TAWHAKI .....          | Each | .50   | .40   | .30   | .25   | .15   | .10   | 6..      | .25   |
|                        | Ten  | 4.00  | 3.20  | 2.40  | 2.00  | 1.20  | .80   | 100..    | 3.00  |
| TAKINA .....           | Each | 2.25  | 1.80  | 1.50  | 1.25  | 1.00  | .75   | 4..      | .50   |
| TOA .....              | Each | .50   | .40   | .35   | .30   | .25   | .20   | 8..      | .25   |
|                        | Ten  | 4.00  | 3.20  | 2.80  | 2.40  | 2.00  | 1.60  | 100..    | 2.00  |
| VIRGINIA SKELLY .....  | Each | .25   | .20   | .15   | .12   | .10   | ....  | 25..     | .25   |
|                        | Ten  | 2.00  | 1.60  | 1.20  | 1.00  | .80   | .60   | 100..    | .75   |
|                        | 100  | 16.00 | 12.00 | 10.00 | 8.00  | 6.40  | 4.80  | .....    | ....  |
| WHEREO .....           | Each | 2.50  | 2.00  | 1.50  | 1.25  | 1.00  | .75   | 3..      | .50   |
|                        | Ten  | 20.00 | 16.00 | 12.00 | 10.00 | 8.00  | 6.00  | 10..     | 1.50  |

**To Large Buyers:** Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalogue. Chances are I can save you money on the lot. **This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.**

# Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, UNLESS YOU REQUEST OTHERWISE. TERMS: See page 12. All bulbs plainly labeled.

| Bulb Prices Per 100      | Size 1<br>1½ In.<br>Up | Size 2<br>1¼-1½<br>Inches | Size 3<br>1-1¼<br>Inches | Size 4<br>¾-1<br>Inches | Size 5<br>½-¾<br>Inches | Size 6<br>¼-½<br>Inches |
|--------------------------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|-------------------------|
| ACADIA .....             | \$ 6.00                | \$ 5.00                   | \$ 4.00                  | \$ 3.00                 | \$ 2.40                 | \$ 2.00                 |
| AIDA .....               | 2.20                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | .80                     |
| ALBATROSS .....          | 3.60                   | 3.00                      | 2.40                     | 2.00                    | ....                    | ....                    |
| AMADOR .....             | 6.00                   | 4.80                      | 3.60                     | 3.00                    | 2.40                    | 2.00                    |
| APRICOT GLOW .....       | 1.80                   | 1.40                      | 1.20                     | ....                    | ....                    | ....                    |
| BAGDAD .....             | 2.60                   | 2.20                      | 1.80                     | 1.40                    | 1.00                    | .70                     |
| BERTY SNOW .....         | 2.00                   | 1.60                      | 1.20                     | 1.00                    | ....                    | ....                    |
| BETTY CO-ED.....         | 2.80                   | 2.40                      | 2.00                     | 1.40                    | 1.20                    | 1.00                    |
| BETTY NUTHALL.....       | 2.00                   | 1.60                      | 1.20                     | 1.00                    | ....                    | ....                    |
| BILL SOWDEN.....         | 2.60                   | 2.20                      | 1.80                     | 1.40                    | 1.20                    | 1.00                    |
| CHARLES DICKENS.....     | 2.20                   | 1.80                      | 1.40                     | 1.20                    | ....                    | ....                    |
| COMMANDER KOEHL.....     | 3.20                   | 2.40                      | 1.80                     | 1.40                    | 1.20                    | 1.80                    |
| CORONATION .....         | 4.00                   | 3.60                      | 2.40                     | 1.60                    | 1.20                    | ....                    |
| DAMASCUS .....           | 3.00                   | 2.60                      | 2.00                     | 1.60                    | ....                    | ....                    |
| DEBONAIR .....           | 5.60                   | 4.40                      | 3.60                     | 2.80                    | 2.00                    | 1.80                    |
| DR. DURR.....            | 5.00                   | 4.00                      | 3.00                     | 2.40                    | 2.00                    | 1.60                    |
| DR. MOODY.....           | 2.00                   | 1.60                      | 1.20                     | 1.00                    | .80                     | ....                    |
| DR. SHOOK .....          | 2.00                   | 1.60                      | 1.20                     | 1.00                    | ....                    | ....                    |
| DUNA .....               | 5.60                   | 4.40                      | 3.60                     | 2.80                    | 2.00                    | 1.80                    |
| EARLY DAWN .....         | 3.40                   | 2.80                      | 2.00                     | 1.60                    | 1.20                    | .80                     |
| EDITH ROBSON.....        | 5.60                   | 4.80                      | 4.00                     | 3.20                    | 2.40                    | 2.00                    |
| EMILE AUBRUN .....       | 3.20                   | 2.40                      | 2.00                     | 1.60                    | ....                    | ....                    |
| FATA MORGANA.....        | 2.80                   | 2.20                      | 1.80                     | 1.40                    | ....                    | ....                    |
| GATE OF HEAVEN.....      | 6.00                   | 5.00                      | 4.00                     | 3.20                    | 2.40                    | 2.00                    |
| GIANT NYMPH .....        | 2.00                   | 1.60                      | 1.20                     | 1.00                    | ....                    | ....                    |
| GLADDIE BOY.....         | ....                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | .80                     |
| GOLDEN CUP.....          | 4.40                   | 3.60                      | 2.80                     | 2.00                    | 1.60                    | 1.20                    |
| GOLDEN DREAM .....       | 2.00                   | 1.60                      | 1.20                     | 1.00                    | ....                    | ....                    |
| GOLD MINE .....          | 4.40                   | 3.60                      | 2.80                     | 2.00                    | ....                    | ....                    |
| GRAF ZEPPELIN .....      | 2.80                   | 2.40                      | 1.80                     | ....                    | ....                    | ....                    |
| HELEN WILLS .....        | 2.20                   | 1.80                      | 1.40                     | 1.00                    | .80                     | .70                     |
| JANET .....              | 2.80                   | 2.40                      | 1.80                     | ....                    | ....                    | ....                    |
| J. VAN TETS.....         | 4.40                   | 3.60                      | 2.80                     | 2.40                    | 2.00                    | ....                    |
| KING ARTHUR .....        | 8.00                   | 6.00                      | 5.00                     | 3.20                    | 2.40                    | 2.00                    |
| L. BEETHOVEN.....        | 6.00                   | 4.80                      | 3.60                     | ....                    | ....                    | ....                    |
| LIBELLE .....            | 4.40                   | 3.60                      | 2.80                     | 2.40                    | 2.00                    | ....                    |
| LINALEE .....            | 6.00                   | 4.80                      | 3.20                     | ....                    | ....                    | ....                    |
| MAID OF ORLEANS.....     | 4.00                   | 3.20                      | 2.80                     | 2.40                    | 2.00                    | 1.60                    |
| MAMMOTH WHITE .....      | 3.00                   | 2.40                      | 1.80                     | 1.20                    | 1.00                    | ....                    |
| MARMORA .....            | 2.20                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | ....                    |
| MARGARET FULTON.....     | ....                   | 2.00                      | 1.60                     | 1.20                    | 1.00                    | ....                    |
| MILDRED LOUISE.....      | 6.00                   | 5.00                      | 4.00                     | 3.00                    | 2.40                    | 2.00                    |
| MINUET .....             | 2.40                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | ....                    |
| MISS DES MOINES.....     | 4.00                   | 3.00                      | 2.40                     | ....                    | ....                    | ....                    |
| MISS GREELEY.....        | 3.40                   | 2.80                      | 2.20                     | 1.80                    | 1.40                    | 1.00                    |
| MOTHER MACHREE.....      | 2.60                   | 2.20                      | 1.80                     | 1.40                    | 1.20                    | .90                     |
| MR. W. H. PHIPPS.....    | 2.20                   | 1.80                      | 1.40                     | 1.20                    | ....                    | ....                    |
| OUR SELECTION .....      | 2.40                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | .80                     |
| PELEGRINA .....          | 4.80                   | 3.80                      | 3.00                     | 2.40                    | 1.60                    | ....                    |
| PICARDY .....            | 2.40                   | 1.80                      | 1.20                     | 1.00                    | .80                     | .60                     |
| PIRATE .....             | 6.00                   | 5.00                      | 4.00                     | 3.00                    | ....                    | ....                    |
| POLAR ICE .....          | 8.00                   | 6.00                      | 4.80                     | 4.00                    | 3.60                    | ....                    |
| PRIMROSE PRINCESS .....  | 2.20                   | 1.80                      | 1.40                     | 1.20                    | 1.00                    | .80                     |
| RAMESES .....            | 2.40                   | 2.00                      | 1.60                     | 1.20                    | 1.00                    | ....                    |
| RAPTURE .....            | 4.00                   | 3.20                      | 2.40                     | 2.00                    | 1.60                    | ....                    |
| RED PHIPPS.....          | 3.40                   | 2.80                      | 2.20                     | 1.80                    | 1.40                    | 1.00                    |
| RIDEAU .....             | 2.80                   | 2.20                      | 1.80                     | 1.40                    | 1.20                    | ....                    |
| SALBACH ORCHID.....      | 2.40                   | 2.00                      | 1.60                     | 1.20                    | 1.00                    | .80                     |
| SALBACH PINK.....        | 2.40                   | 2.00                      | 1.60                     | 1.20                    | 1.00                    | ....                    |
| SCHWABEN GIRL.....       | 5.60                   | 4.00                      | 3.20                     | 2.80                    | 2.40                    | ....                    |
| SONATINE .....           | 15.00                  | 12.00                     | 10.00                    | 8.00                    | 6.00                    | 5.00                    |
| SPIRIT OF ST. LOUIS..... | ....                   | 1.80                      | 1.40                     | 1.20                    | ....                    | ....                    |
| SPRAY OF GOLD.....       | 2.00                   | 1.60                      | 1.40                     | 1.20                    | ....                    | ....                    |
| STAR OF BETHLEHEM.....   | 15.00                  | 12.00                     | 10.00                    | 8.00                    | 6.00                    | 5.00                    |
| STATELY LAVENDER .....   | 8.00                   | 6.00                      | 5.00                     | ....                    | ....                    | ....                    |
| SULTAN .....             | 6.00                   | 5.00                      | 4.00                     | 3.00                    | ....                    | ....                    |
| SUNSHINE GIRL.....       | 2.00                   | 1.60                      | 1.20                     | 1.00                    | .80                     | ....                    |
| SWEETHEART .....         | 5.00                   | 4.00                      | 3.60                     | 3.20                    | 2.80                    | ....                    |
| WASAGA .....             | 4.80                   | 3.60                      | 2.80                     | 1.80                    | 1.40                    | 1.20                    |
| WURTEMBERGIA .....       | 4.40                   | 3.60                      | 3.00                     | 2.40                    | 2.00                    | 1.60                    |
| EARLY BIRD MIXTURE.....  | 3.20                   | 2.80                      | 2.40                     | 2.20                    | ....                    | ....                    |
| EXHIBITION MIXTURE ..... | 2.80                   | 2.40                      | 2.00                     | 1.60                    | 1.40                    | ....                    |

BULBETS IN BULK. Write for prices per pint, quart, peck and bushel.



Gladiolus Wholesale Prices per **1000** F. O. B. Boulder

250 or more bulbs at the 1000 rate. **TERMS:** See page 12. All bulbs plainly labeled.

| Bulb Prices Per 1000      | Size 1          | Size 2                  | Size 3              | Size 4            | Size 5              | Size 6              |
|---------------------------|-----------------|-------------------------|---------------------|-------------------|---------------------|---------------------|
|                           | 1 1/2 In.<br>Up | 1 1/4 - 1 1/2<br>Inches | 1 - 1 1/4<br>Inches | 3/4 - 1<br>Inches | 1/2 - 3/4<br>Inches | 1/4 - 1/2<br>Inches |
| ACADIA .....              | \$50.00         | \$40.00                 | \$32.00             | \$26.00           | \$20.00             | ....                |
| AIDA .....                | 18.00           | 14.00                   | 12.00               | 10.00             | 8.00                | ....                |
| AMADOR .....              | 50.00           | 40.00                   | 32.00               | 26.00             | 20.00               | ....                |
| BERTY SNOW .....          | 18.00           | 14.00                   | 10.00               | 8.00              | ....                | ....                |
| BETTY CO-ED .....         | 24.00           | 20.00                   | 16.00               | 12.00             | 10.00               | \$ 8.00             |
| CHARLES DICKENS .....     | 20.00           | 16.00                   | 12.00               | 10.00             | ....                | ....                |
| COMMANDER KOEHL .....     | ....            | 20.00                   | 16.00               | 12.00             | 8.00                | 6.00                |
| DEBONAIR .....            | 50.00           | 40.00                   | 32.00               | 26.00             | 20.00               | ....                |
| DR. DURR .....            | 44.00           | 36.00                   | 28.00               | 22.00             | 18.00               | 14.00               |
| DUNA .....                | 50.00           | 40.00                   | 32.00               | 26.00             | 20.00               | 18.00               |
| EARLY DAWN .....          | 26.00           | 22.00                   | 18.00               | 12.00             | 8.00                | 6.00                |
| EDITH ROBSON .....        | 48.00           | 42.00                   | 36.00               | 30.00             | 22.00               | 18.00               |
| EMILE AUBRUN .....        | 26.00           | 22.00                   | 18.00               | 14.00             | ....                | ....                |
| FATA MORGANA .....        | 24.00           | 20.00                   | 16.00               | 12.00             | ....                | ....                |
| GATE OF HEAVEN .....      | 48.00           | 40.00                   | 32.00               | 24.00             | 20.00               | 18.00               |
| GLADDIE BOY .....         | ....            | 15.00                   | 12.00               | 10.00             | 8.00                | 7.00                |
| GOLDEN CUP .....          | 38.00           | 32.00                   | 24.00               | 18.00             | 14.00               | ....                |
| HELEN WILLS .....         | 20.00           | 16.00                   | 12.00               | 9.00              | 7.00                | 6.00                |
| KING ARTHUR .....         | 64.00           | 50.00                   | 40.00               | 28.00             | 22.00               | 18.00               |
| LIBELLE .....             | 38.00           | 32.00                   | 24.00               | 22.00             | ....                | ....                |
| MAID OF ORLEANS .....     | 32.00           | 28.00                   | 24.00               | 20.00             | 16.00               | 14.00               |
| MAMMOTH WHITE .....       | 25.00           | 20.00                   | 16.00               | ....              | ....                | ....                |
| MILDRED LOUISE .....      | 50.00           | 40.00                   | 30.00               | 24.00             | 20.00               | 16.00               |
| MINUET .....              | 20.00           | 14.00                   | 12.00               | 10.00             | 8.00                | ....                |
| MISS GREELEY .....        | 25.00           | 20.00                   | 16.00               | ....              | 9.00                | 7.00                |
| MOTHER MACHREE .....      | 22.00           | 18.00                   | 16.00               | 12.00             | 10.00               | 8.00                |
| MR. W. H. PHIPPS .....    | ....            | 16.00                   | 12.00               | 10.00             | ....                | ....                |
| OUR SELECTION .....       | 22.00           | 16.00                   | 12.00               | 10.00             | 8.00                | 7.00                |
| PICARDY .....             | 20.00           | 15.00                   | 10.00               | 8.00              | 6.00                | 5.00                |
| PRIMROSE PRINCESS .....   | 20.00           | 16.00                   | 12.00               | 10.00             | 8.00                | ....                |
| RAMESES .....             | 20.00           | 18.00                   | 14.00               | 11.00             | ....                | ....                |
| RAPTURE .....             | 36.00           | 28.00                   | 22.00               | 18.00             | 14.00               | ....                |
| RED PHIPPS .....          | 25.00           | 20.00                   | 16.00               | 12.00             | 9.00                | 7.00                |
| RIDEAU .....              | 22.00           | 20.00                   | 16.00               | 14.00             | ....                | ....                |
| SALBACH ORCHID .....      | 20.00           | 18.00                   | 14.00               | 10.00             | 8.00                | ....                |
| SPIRIT OF ST. LOUIS ..... | ....            | 16.00                   | 12.00               | 10.00             | ....                | ....                |
| SPRAY OF GOLD .....       | 18.00           | 16.00                   | 14.00               | 12.00             | ....                | ....                |
| SUNSHINE GIRL .....       | 16.00           | 14.00                   | 10.00               | ....              | ....                | ....                |
| WASAGA .....              | 36.00           | 28.00                   | 22.00               | 16.00             | 12.00               | 9.00                |
| EARLY BIRD MIXTURE .....  | 28.00           | 22.00                   | 20.00               | 16.00             | ....                | ....                |
| EXHIBITION MIXTURE .....  | 24.00           | 20.00                   | 16.00               | 12.00             | 10.00               | ....                |

More "Glad Gossip"

Yes, it was hot in "Cool Colorado" this past summer. But don't let our Chamber of Commerce know I said so. Just another very unusual summer, you know.

Well, the heat was tough on the Glads in bloom. Never before did I note so keenly the difference in varieties as affected by the heat. Nor the difference in a certain firmness or flabbiness of spikes and blooms, whether very hot or not.

Ever shake hands with someone whose hand felt like a cold pancake? Well, some Glad spikes are just like that. Most others are firm, some especially so.

At random I recall the following varieties that have strong, firm yet not clumsy spikes, with petals of good, lasting substance. But please do not get the idea that many I do not mention are not also good in this respect. Space permits mention of only a few that I especially like:

Mildred Louise, Betty Co-Ed, Minuet, Maid of Orleans, Golden Cup, Graf Zeppelin, Acadia, King Arthur, Duna, Debonair, Blue Admiral, Picardy, Sonatine, Early Dawn, Alayne, Salbach's Orchid—and of course Red Phipps, Star of Bethlehem and Miss Greeley. These are just a few of the many excellent kinds—enough to start you to thinking and want to write me, "Why didn't you include this and that?" Sure, they also are fine. So let's not argue about it.

When to Take Up Bulbs

If your planting is not large, better let the Glads remain in the ground until well into October in most sections. But if the leaves turn somewhat yellow or brown, it indicates that the bulbs have matured and are ready to lift.

The plants from small bulbs and bulblets may not turn brown by freezing weather, so you must just take them up towards the end of the season, regardless of how the tops look. The bulbs will be OK, especially those from bulblets. Bulbs from bulblets may be stopped at any stage of their growth. Will cure and be good, sound planting stock for the next year. May shrink some, but this does not impair vitality.

But dig all bulbs before tops die down. Letting the bulbs remain in ground too long tends to bad looking and diseased bulbs.

Another rule is to take up the large bulbs when the outer skin or husk has become smooth. Before large bulbs mature the husk is usually wrinkled. When this husk or outside coat becomes smooth and firm the bulbs will not shrink much after being dug.

OPEN SEASON FOR BUYING—Fall and early winter buying is gaining favor from year to year. This for the reason the customer is more likely to secure just the kind and sizes of bulbs ordered and desired. Just another case of the early bird. Prices often lower also.

## Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order the more liberal the overcount.

|                           | Pkt.   | 100    | 1000   |
|---------------------------|--------|--------|--------|
| Acadia .....              | \$0.15 | \$0.30 | \$2.50 |
| Aflame .....              | .15    | .15    | 1.00   |
| Aida .....                | .15    | .20    | 1.50   |
| Albatross .....           | .15    | .25    | 2.00   |
| Amador .....              | .15    | .50    | 4.00   |
| Apricot Glow .....        | .10    | .10    | .80    |
| Arabella .....            | .35    | 6.00   | ...    |
| Ave Maria .....           | .15    | .15    | 1.00   |
| Bagdad .....              | .15    | .15    | .80    |
| Berty Snow .....          | .15    | .15    | .80    |
| Betty Co-Ed .....         | .20    | .25    | 2.00   |
| Betty Nuthall .....       | .15    | .15    | 1.00   |
| Bill Sowden .....         | .15    | .15    | 1.00   |
| Blue Admiral .....        | .25    | 2.00   | 16.00  |
| Blue Danube .....         | .15    | .15    | 1.00   |
| Blue Triumph .....        | .15    | .25    | 2.00   |
| Bob White .....           | .20    | 1.00   | 8.00   |
| Champlain .....           | .25    | 1.50   | 10.00  |
| Chas. Dickens .....       | .15    | .15    | 1.00   |
| Comm. Koehl .....         | .15    | .20    | 1.50   |
| Coronation .....          | .15    | .25    | 2.00   |
| Damascus .....            | .15    | .25    | 2.00   |
| Debonair .....            | .15    | .30    | 2.50   |
| Dr. Bennett .....         | .15    | .15    | 1.00   |
| Dr. Durr .....            | .15    | .25    | 2.00   |
| Dr. Hoeg .....            | .20    | 1.00   | 8.00   |
| Dr. Moody .....           | .10    | .10    | .80    |
| Dr. Shook .....           | .10    | .10    | .80    |
| Duna .....                | .15    | .30    | 2.50   |
| Early Dawn .....          | .15    | .20    | 1.50   |
| Edith Robson .....        | .20    | .35    | 3.00   |
| Fata Morgana .....        | .15    | .20    | 1.50   |
| Flaming Meteor .....      | .20    | .60    | 5.00   |
| Gate of Heaven .....      | .15    | .40    | 3.00   |
| Giant Nymph .....         | .10    | .10    | .80    |
| Gladdie Boy .....         | .15    | .15    | 1.00   |
| Golden Cup .....          | .25    | .30    | 2.00   |
| Golden Dream .....        | .10    | .10    | .80    |
| Graf Zeppelin .....       | .15    | .15    | 1.20   |
| Helen Wills .....         | .15    | .15    | 1.00   |
| Heritage .....            | .20    | 2.50   | ...    |
| Janet .....               | .15    | .15    | 1.20   |
| Jonquil .....             | .20    | 3.00   | ...    |
| J. Van Tets .....         | .20    | .60    | 5.00   |
| King Arthur .....         | .20    | .50    | 4.00   |
| Lady Eaton .....          | .25    | 4.00   | ...    |
| La Paloma .....           | .15    | .15    | 1.00   |
| Libelle .....             | .15    | .25    | 2.00   |
| Maid of Orleans .....     | .20    | .40    | 3.00   |
| Mammoth White .....       | .15    | .15    | 1.20   |
| Marmora .....             | .15    | .15    | 1.00   |
| Mar. Fulton .....         | .15    | .15    | 1.00   |
| Mildred Louise .....      | .25    | .60    | 5.00   |
| Minuet .....              | .15    | .20    | 1.60   |
| Miss Greeley .....        | .20    | .25    | 2.00   |
| Mother Machree .....      | .10    | .10    | .80    |
| Mrs. E. J. Heaton .....   | .25    | ...    | 2.00   |
| Mr. W. H. Phipps .....    | .15    | .15    | 1.00   |
| Our Selection .....       | .15    | .15    | 1.00   |
| Pelegrina .....           | .15    | .25    | 2.00   |
| Picardy .....             | .10    | .10    | .60    |
| Pirate .....              | .15    | .50    | 4.00   |
| Pititi .....              | .50    | 4.00   | ...    |
| Polar Ice .....           | .20    | .60    | 5.00   |
| Prim. Princess .....      | .15    | .15    | 1.00   |
| Prof. Slogteran .....     | .20    | .40    | 3.00   |
| Rameses .....             | .15    | .15    | 1.00   |
| Rapture .....             | .15    | .25    | 2.00   |
| Red Phipps .....          | .20    | .30    | 2.00   |
| Rideau .....              | .15    | .20    | 1.50   |
| Salbach Orchid .....      | .15    | .20    | 1.50   |
| Salbach Pink .....        | .15    | .15    | 1.20   |
| Schwaben Girl .....       | .20    | .40    | 3.00   |
| Smiling Maestro .....     | .25    | 1.20   | ...    |
| Solveig .....             | .25    | 4.00   | ...    |
| Sonatine .....            | .25    | 1.60   | 12.00  |
| Southern Cross .....      | .20    | .50    | 4.00   |
| Spirit of St. Louis ..... | .15    | .15    | 1.00   |

|                         | Pkt. | 100  | 1000  |
|-------------------------|------|------|-------|
| Spray of Gold .....     | .15  | .15  | 1.00  |
| Star of Bethlehem ..... | .35  | 2.50 | 18.00 |
| Sultan .....            | .20  | .30  | 2.50  |
| Sunshine Girl .....     | .10  | .10  | .80   |
| Sweetheart .....        | .20  | .60  | 5.00  |
| Taiaroa .....           | .25  | 1.00 | 8.00  |
| The Moor .....          | .25  | 2.50 | ...   |
| Toa .....               | .25  | 2.00 | ...   |
| Virginia Skelly .....   | .25  | .75  | 6.00  |
| Wasaga .....            | .15  | .25  | 2.00  |
| Wurtembergia .....      | .20  | .30  | 2.50  |

## How to Germinate Bulblets

Glad bulblets vary in size, according to variety. Some naturally quite small. Others run larger.

I grade all bulblets, sending no tiny or pee-wee, and no overstuffed or jumbo (except Picardy, page 17).

Germinating bulblets is a gamble. Even growers of long experience fail at times. For this reason, I do not much encourage the buying of bulblets, nor do I guarantee any to germinate, though most customers do succeed with them.

Bulblet prices may look exactly alike in print. But often great difference in value, according to how pure the stock and how large the bulblets AVERAGE.

For large lots of less expensive kinds use thin cloth bags for the bulblets, and have the bag only about one-third full. Some soak bulblets a week or ten days. The old idea of soaking 24 hours does not get the good results we wish.

But instead of leaving the bags of bulblets immersed in water for a week or so, I find it better to soak them a day or two, then take out the bags and lay them out flat so air can get to the bulblets. But never let the air dry the bulblets in bags. Keep sprinkling the bags, or just souse them in pails or barrels of water a few minutes every day.

Turn the bags over several times a day. If bags can lie in sun where not too cool, that is fine. Next best in warm room. But even if in cool room the bulblets will begin to sprout in the bags. May even develop thread-like roots.

No hurry about sowing the bulblets, even when begin to sprout. May sow them, sprouts, roots and all, after a mass of sprouts. In that case use fine sand in bottom of shallow trench and cover with fine sand before filling trench with soil.

For small lots of expensive bulblets I recommend pinching each bulblet until the shell snaps or pops. Roll the bulblet between thumb and finger, giving light pressure. But don't smash the tender meat inside. Or you may peel off part of the shell with point of knife. Do this just before planting. Good idea to soak bulblets a day in lukewarm water after cracking or removing shells, then plant.

Before cracking bulblets dry them in warm room or in sunshine a few days until the shells become brittle.

With each order for Glad bulblets I send an envelope on which is printed detailed suggestions about germinating bulblets.

## Plant Glad Bulblets Thicker

Sow them like peas in a shallow trench not over 2 inches deep, dropping as thick as 50 to a foot of row. The row may be 3 or 4 inches wide with flat bottom, the bottom soil well loosened before sowing the bulblets. Keep this bulblet row good and wet for weeks, until the plants from bulblets show up.

**THE J. D. LONG SEED COMPANY**  
**BOULDER, COLORADO**

# Thanks.

**TERMS: Cash with order, or 25% cash, balance C. O. D.**

***Amount Enclosed***

*Please write plainly*

\$ \_\_\_\_\_

**Street**.....

*P. O. Box*.....*R. D. No.*.....*Box*.....

***Date***

*Postoffice*.....193.....

State.....Express Office.....

[illegible]

**COLORADO Customers: Please Add State Sales Tax.**



## ORDER BLANK—Continued

[illegible]

**SHALL WE SUBSTITUTE?** If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....

## DOES YOUR NEIGHBOR WANT A CATALOG?

*Please give name and address here:*

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## "Betty Brown Eyes"

Orange colored blossoms, all except on the two lower petals. On each of the two lower petals is a maroon blotch, the effect suggesting brown instead of red. Hence the name.

Spike long for cutting, always straight. Florets well placed and spaced. Some blooms 4½ inches. All good decorative size. **Early.**

|           | No. 1  | No. 2  | No. 3  | No. 4  | No. 5  |
|-----------|--------|--------|--------|--------|--------|
| Ten ..... | \$1.00 | \$0.80 | \$0.60 | \$0.50 | \$0.40 |
| 100 ..... | 8.00   | 6.00   | 4.00   | 3.20   | 2.80   |

## Long's Long Season \$1.00 Glad Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about ½-inch up to 1½ inches or so.

The idea is that different size bulbs bloom at different times.

So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** of one variety from the one planting.

I'll send you plenty of bulbs to give you a good big \$1.00 worth of any **ONE** variety below.

But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package.

Here are the varieties. Each Assortment is made up from just one variety.

The bulbs are mixed sizes and the price for a single assortment is \$1.00, **PREPAID.**

Super special offers at the bottom of page.

ACADIA  
AIDA  
AMADOR  
AVE MARIA  
BAGDAD  
BERTY SNOW  
BETTY BROWN EYES  
BETTY CO-ED  
BILL SOWDEN  
BLUE ADMIRAL  
BLUE DANUBE  
BOB WHITE  
CHAMPLAIN  
CHARLES DICKENS  
COMMANDER KOEHL  
CORONATION  
DAMASCUS  
DR. DURR  
DR. MOODY  
DR. SHOOK  
DUNA  
EARLY DAWN  
EDITH ROBSON  
FATA MORGANA  
FLAMING METEOR  
GATE OF HEAVEN  
GLADDIE BOY  
GOLDEN CUP  
GOLD MINE  
HELEN WILLS  
J. VAN TETS  
KING ARTHUR  
LIBELLE  
LINALEE  
L. BEETHOVEN

MAID OF ORLEANS  
MAMMOTH WHITE  
MARGARET FULTON  
MARJORIE MORRILL  
MILDRED LOUISE  
MINUET  
MISS GREELEY  
MOTHER MACHREE  
MR. W. H. PHIPPS  
MRS. E. J. HEATON  
OUR SELECTION  
PELEGRINA  
PICARDY  
PIRATE  
PITITI  
POLAR ICE  
PRIMROSE PRINCESS  
RAMESES  
RAPTURE  
RED PHIPPS  
RIDEAU  
SALBACH ORCHID  
SALBACH PINK  
SCHWABEN GIRL  
SONATINE  
SOUTHERN CROSS  
SPRAY OF GOLD  
STAR OF BETHLEHEM  
SULTAN  
SWEETHEART  
TAIAROA  
TOA  
VIRGINIA SKELLY  
WASAGA  
WURTEMBERGIA

**Super Specials** Any 5 Assortments for \$4.60. Any 10 for \$8.80, prepaid.

Only the varieties listed above can be supplied in Long Season Assortments.

**LONG'S LONG SEASON ASSORTMENTS** have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

## More Tall Commander Koehl Bulbs



For several seasons most of my Commander Koehl Glad bulbs have been much taller than the diameter.

This illustration gives you the idea. (Of course I picked out one of the best for the photo.)

While writing these pages I took time out to dig around some of the new 1936 crop bulbs. They promise to be smooth, clean, plump and super-high crowned, as many have been in the past. The small bulbs and bulblets produce the high crown new bulbs. Bulbs from medium and large bulbs not so

high in proportion to diameter.

Now don't run away with the wrong idea. I'm telling you these bulbs are high crowned, not high priced. On the contrary the prices are lower this fall than at any time I've sold this popular variety.

Of course you know **MINUET**, that favorite lavender Glad. Only worry is to get enough of this to go around. Years ago I told you it would be going strong when many other lavers were forgotten, and so it is.

Comes now **Salbach's Orchid**, ever so much like Minuet, but more pink than lavender. With me it grows somewhat taller and has more blooms open at a time. I like it very much and you will, too. Prices for Salbach's Orchid now very much lower than formerly.

About that 1937 Spring Catalogue. Wish I had some way of knowing just when is best time to mail out the annual Spring catalogues.

If send too early, the catalogue may be lost—or the pup may get hold of it and chaw it up—before you are ready to order. If too late—well, that's just too bad for you and me both.

However, I haven't much choice in the matter. Always so busy that best can do is to get the catalogues into the mails around Jan. 20th to 25th or so—maybe a bit later.

If you ordered goods, or requested catalogue last year, you don't need to write for your copy. Your name is on the preferred list. But the catalogue is free for the asking, whether you order or not.

## MORE GLADS PRICED PER 100 PREPAID

Here are a few more varieties that you may want to order at the 100 rates (25 or more of a kind and size at the 100 rate.)

|                      | No. 2 | No. 3 | No. 4 | No. 5 |
|----------------------|-------|-------|-------|-------|
| Ava Maria.....       | 3.00  | 2.40  | 2.00  | 1.60  |
| Blue Danube.....     | 3.00  | 2.40  | 2.00  | 1.60  |
| Blue Triumphator...  | 3.20  | 2.80  | 2.40  | 2.00  |
| Coronado .....       | 3.60  | 3.00  | 2.60  | 2.20  |
| Dr. Bennett.....     | 3.00  | 2.40  | 2.00  | ...   |
| Jane Addams.....     | 3.60  | 3.00  | ...   | ...   |
| La Paloma.....       | 2.80  | 2.30  | 1.80  | ...   |
| Loyalty .....        | 3.20  | 2.80  | ...   | ...   |
| Marj. Morrell.....   | 10.00 | 8.00  | ...   | ...   |
| Pfitzer Triumph..... | 3.00  | 2.40  | 2.00  | ...   |
| Prof. Slogteran..... | 6.00  | 4.80  | 3.60  | 2.40  |
| Scarlet Wonder.....  | 3.20  | 2.80  | ...   | ...   |
| Yellow Perfection... | 5.00  | 4.00  | ...   | ...   |

**NOTE**—Please note that this list is for sizes No. 2, 3, 4 and 5, only.

If you want to pay express, just order at above rates and tell me to add more bulbs to more than offset express charges on prepaid items in your order.

## "J. D. Sez, Sez 'e"—

**Consider the Iris.** It's gaining in popularity very fast. Fits in with Glad growing splendidly. Blooms when Glads are just getting well started.

**The colors and combinations of Iris colors** have been increased and improved marvelously in recent years.

**Dig up, throw away** scads of the old common Iris. Start a new bed or border with the grand and glorious kinds now to be obtained.

**You'll thank me for the suggestion** later, even though it does take nerve now for you to do this drastic revamping of your Iris plantings.

**Plenty of time to plant Iris this fall** in September and October. Follow my suggestions for winter protection. (See page 9.)

**My Delphinium plants for this fall** are splendid size for fine blooms next June. Note the special prices on page 11. (Former price, 7 for \$1.00.) Now 10 for \$1.00, prepaid.

**"Glad bulbs at 'Digging Time Prices',"** fall delivery, continue to be in great demand, especially by those who have bought of me in the past.

**I don't claim** that my fall prices are always lower than in spring. Sometimes otherwise. But I fill the fall orders so liberally that the customer is 'way to the good anyhow.

**I recommend buying at least part of one's** Gladiolus bulbs in the fall, for several reasons.

**One doesn't feel it so much** if he buys part of his Glad bulbs in the fall instead of waiting until spring.

**"The cream of the crop"** is what I promise my fall Glad buyers. But that doesn't mean later buyers get skim milk. Spring buyers will testify that I send out mighty fine stocks as long as the supply lasts.

**But fall buyers get extra good cream**—whipping cream, we might say. And any real Glad fan likes to have his or her bulbs where they can get at them and paw them over during the winter, hardly able to wait till time to plant.

**Some Glads again short.** The Glads may be tall enough but the SUPPLY short. Last season I could not supply all calls for Minuet, Comm. Koehl, Mammoth White, Maid of Orleans, Aida, and a number of other popular kinds. Have larger stocks of these for this fall, but look for them to melt away, or evaporate, fast, as always.

**My "Early Bird Glad Mixture"** is just what some have been wanting, for early blooms and in sections where season is short. It's good, but since there are not many good early kinds, this mixture does not contain the variety of colors as found in my Exhibition Mixture, nor do the blooms average as large.

**I never understand how come** so few flower lovers appreciate the Prim or Decorative Glads. Ladies who punish themselves dieting in order to slenderize and slimmerize, and who prefer a dainty wrist watch to a "turnip" timepiece—these same ladies can't grasp the loveliness of slenderized smaller Glads of exquisite form and color. Oh, hum!

**"Believe it or not,"** the buyer for a large seed and bulb firm back east dropped in here when Betty Co-Ed was all a-bloom, and gave us an order for about one-third of our entire crop of this lovely Glad with **"That schoolgirl complexion."** And for fall delivery, too.

**It's almost a crime** the way I have given many of the wonderful varieties of Glads only a few lines in my descriptive columns. Many deserve half a page or so.

**Here are some** that I can recommend most highly, though of course others I don't mention are also good.

**Space doesn't permit** my calling special attention to more than a few of the outstanding originations.

**Acadia,** the first one on my list, has pleased me very much. It's a pink with cream throat. Large and fine.

**Commander Koehl** has won so many prizes that it needs no praise from me. I told you some years ago that it was a winner. That's my story, and I still stick to it.

**Bagdad.** There's a Glad "what am" a Glad. Giant plant, spike and blooms. And extra-

gant with quantity of blooms to the spike. The color is unique and pleasing.

**The color of Wasaga** is beyond description, and **Duna** has no close competitor in its lovely soft tone and excellent habits.

**The two girl friends,** Betty Brown Eyes and Betty-Co-Ed are making many friends among Glad fans and commercial florists.

**Champlain** is what we wanted Heavenly Blue to be, and then some. It's similar, but much larger. **Early** for such a large Glad.

**Seven good white Glads:** Star of Bethlehem, Maid of Orleans, Mammoth White, Van Tets, Dr. Durr, Helen Wills, Albatross—take your choice.

**Maid of Orleans in great demand.** Not enough stock for all orders in the past. Have increased my planting of it and hope to have enough for all fall orders at least. Mammoth White indeed MAMMOTH and mighty good. One good spike alone makes quite a bouquet. Of course Star of Bethlehem makes them all sit up and take notice.

**The favorite commercial white today is** Maid of Orleans. Florists lap it up and cry for more. Has so many good points and so few faults, if any.

**Many think Star of Bethlehem** may eventually claim first place as a commercial, when sufficient stock to be had at commercial prices. In the meantime, Glad fans are sending in amazing reports on this grand white Star of Bethlehem.

**Minister had keen competition.** A lady living 150 miles from Boulder visited my gardens last summer and praised **King Arthur.** Says she has grown it several years and when she took a vase of King Arthur to church one Sunday another sister didn't hear much the minister said because she couldn't take her eyes and thoughts off this unusual stunning Glad.

**Keep your eyes on Debonair.** Especially you commercial growers. Florists are falling hard for this. And for good reasons.

**Stop crying about yellow Glads.** Yes, I know we are still looking for yellows as big and fine as we now have in white, pink and reds. But you try **Golden Cup, Gold Mine** and **Primrose Princess.** They ought to soothe you a right smart. All different. All good. None perfect. None high priced now.

**In the blues,** or so-called blue Glads, we now have two real good ones. **Blue Admiral** in the dark shade and **Milford** in the lighter tone. Both healthy growers with good strong spikes, plenty blooms and well placed, and other good habits. Seldom is seen such a SMOOTH, even coloring as found in Milford.

**Mrs. E. J. Heaton** is another new Glad that you can bank on. Check up on me a few years from now and see if I'm right. Not only large and fine, but stands the heat unusually well. Seems like we ought to coin a slogan something like "Heaton Stands Heat." That's not so hot—yes it's hot, but not so good. Now you try it.

**"Me for Mildred"**—Mildred Louise, another super Glad. When I need an extra nice bouquet I head straight for my large planting of Mildred Louise. Last summer when most other varieties were wilted with the heat, following a rainy spell, Mildred spikes were straight, the blossoms open and firm. And such large attractive blossoms! Note the new low prices for Mildred this fall on page 19.

**Own a Gold Mine Yourself!** Own a flock of Gold Mines! Turn to page 14. Up near the northeast corner of that page you'll find Gold Mines offered for sale.

**This is one of the few large yellow Glads in commerce.** Rich golden yellow. Tall spike. Many good points. Yet the government won't prosecute you for hoarding these rare gold articles—a safe and profitable investment for your money.

**Some Good EARLY Glads, are:** Aida, Betty Brown Eyes, Dr. Durr, Early Dawn, Fata Morgana, Gladdie Boy, J. S. Bach, La Paloma, Libelle, Margaret Fulton, Miss Greeley, Polar Ice, Prairie Gold, Rameses, Schwaben Girl, Sonatine, Spirit of St. Louis, Spray of Gold, Sunshine Girl, Sweetheart, Virginia Skelly. Some earlier than others, but all among the early blooming kinds.



## J. D. Sez, Sez 'e—"Let's Play Columnist!"

As I figure it out, when a columnist tires of writing he makes a few remarks calculated to get his readers all het up.

Then the letters pour in, and all he has to do is to use the letters to fill his column. And the job is done.

My son Everett and I have worked on this catalogue during the hottest days of the summer until we are just about all in.

Believe it or not, it's a whale of a job to figure out new prices each season, especially for the Gladiolus.

That part of the work is now finished and still another page or two must be filled. So here goes, with extracts from letters that have drifted in from our customers. But we didn't need to make them mad to get these letters.

**From Connecticut:** "Many thanks for the very good plants and for the extras—you were mighty generous."—L. W. K.

**From Colorado:** "Our Glad garden is the talk of the town, and our finest varieties have come from you."—Mrs. H. O. B.

**From Georgia:** "I was tickled pink over the Early Dawn Glad you sent me as an extra."—J. A. F.

**From Colorado:** "I sure like your seeds. Have bought from you for 18 years."—Mrs. J. C.

**From Vermont:** "I received the Glad bulbs and am very much pleased with their plump appearance. Also I wish to thank you for the very generous over-count. Am delighted. Have dealt with many Glad growers, but never with one so generous as J. D. Long."—Mrs. O. I.

**From Florida:** "Your lady friend, Miss Greeley, sure looks fine. That is one Glad I think cannot be beat."—W. T. J.

**From North Carolina:** "I was troubled last season for the first time with thrips. As soon as they were discovered I got busy and by consistent spraying with Rototox I was able to control them and they did no harm."—R. C. H.

**From Nebraska:** "May I add the following to your well deserved praises of your Glad, Miss Greeley?"

"During this hellish season with its blasting sun, its hot south winds and a shortage of water, Miss Greeley, the 'beautiful lady,' produced stalks of just about perfect bloom.

"This is my first year of her, but in spite of her undue familiarity with grasshoppers, she will be with me in 1937."—S. R. S.

**From Colorado:** "Miss New Zealand gorgeous with seven florets out, the largest measuring six and one-half inches."—Mrs. E. M. H.

**From Illinois:** "It is not often that I feel the urge to express my appreciation of service, but I am so pleased with my Iris purchased from you that I feel an acknowledgment is in order.

"Last fall I bought the \$7.00 Iris collection and put them in late in October. Didn't expect much bloom, but am getting it on nearly every variety. And what husky rhizomes they were compared with some I have purchased elsewhere. Furthermore, the prices were right and you were more than generous with extras."—A. D. B.

**From Mississippi:** "My Picardy Glads ordered from you are now in bloom and are simply wonderful."—Mrs. H. M.

**From Canada:** "My parcel of Glads came O. K. and many thanks for the extra fine and healthy looking bulbs. I'm looking forward to some nice blooms this summer."—Mrs. F. G.

**From Scotland:** "I am highly pleased with your bulbs. They are beautiful and clean. Will be pleased to deal with your firm again."—W. M. H.

**From Vermont:** "Everyone who sees my Glad bulbs purchased from you admires their plump appearance."—Mrs. O. A. I.

**From Oklahoma:** "Wm. and Frieda Mohr, Grace Sturtevant, Duke of Bedford and Mid-

gard Iris were breath-taking; looking down on them is San Francisco, one tall stalk with 3 immense open flowers and 2 large buds."—R. W. D.

**From Wisconsin:** "I take great pleasure in thanking you for your generous count on my Iris order. Plants arrived in good condition and are all growing fine."—H. M.

**From Canada:** "Bulbs arrived last week—satisfactory in every detail. Thanks very much."—F. G.

**From Michigan:** "I want to tell you how much I am enjoying the bulbs you sent me. I do not care for a better white than Maid of Orleans, and Miss Greeley is certainly living up to her description."—Mrs. G. R. S.

**From New Jersey:** "Received my order of bulbs yesterday in perfect condition. Say, that was the biggest dollar's worth of Glads that I ever purchased."—C. E. H.

**From Connecticut:** "I don't think I was ever more surprised in my life than when I opened the box of Glads you sent me. I no longer wonder you get so many enthusiastic letters."—Mrs. M. S.

**From Wyoming:** "Last year I ordered Sensation, Wm. Mohr, Frieda Mohr and Copper-smith Iris. I was well pleased with all of them and now I'm adding four more new kinds."

**From California:** "My Star of Bethlehem were 5 feet tall, the blossoms 5 inches, and nine open at a time. It's a winner, a knockout and then some."—J. A. N.

**From Mississippi:** "Bulbs ordered from you arrived O. K. They are without doubt the finest it has ever been my pleasure to receive."—Mrs. J. W. C.

**From Nebraska:** "I used Long's seeds exclusively in my garden this year. The other day my husband remarked, 'By Golly, that's the prettiest garden we ever had.'"—Mrs. D. E.

**From Colorado:** "This is just to tell you how beautiful the pansies are. Every plant grew and is blooming now, making a mass of lovely flowers of the most wonderful shades and hues I ever saw."—Mrs. C. A. L.

**From Massachusetts:** "I have a hunch that the more business you do the poorer you will be. That is, if you treat all your customers as liberally as you have in my case."—W. W. W.

**From Denver:** "I have purchased Glads from several places, but never was treated with such generosity as I was with your Long count, and believe me, it really was LONG."—W. S. W.

**From Montana:** "Have some wonderful spikes of Miss Greeley."—A. G.

**From Colorado:** "Want to tell you about the Iris ordered from you last October 1st.

"Wm. Mohr flowers 6 and 6½ inches by 5 and 5½. Frieda Mohr is fine. Immense flowers, 6 inches, and fragrant. You are correct when you say, 'If you haven't seen Frieda Mohr you ain't seen nothin' yet in Iris.'

"These two Mohrs are by far the best I ever saw and they are from roots set last October. What will they be next year if nothing happens to them?"—J. E. C.

**From Oshkosh, B'gosh!** "The Iris I received from you are now all in bloom or bud. Never have I seen anything so beautiful as Pres. Pilkington. It would be hard to say what is really best. I like Selene, Sensation, Black Wings, Mt. Royal, Eliz. Egelberg, Pluie d'Or and many others."—C. G. Young, Oshkosh, Wis.

**From Pennsylvania:** "I wanted to tell you what a 'hit' Betty Co-Ed made with all who saw this wonderful variety. We were all in love with it."—R. G. H.

**From Canada:** "I wish to thank you for the nice clean bulbs that I received, no sign of disease of any kind, and all nice and plump, also for the extras."—A. J. D. L.

**From Nebraska:** "I attribute a great portion of my success to your 'Glad Gossip.' If I couldn't get another pamphlet like Gossip, money would not buy this one."—R. W. H.

# Gladiolus---"Betty Co-Ed"

The Glad with "That School-Girl Complexion"

"Betty Co-Ed," a decorative type, has medium size blossoms. Many measure 4 inches or so.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

The point is, that instead of planting just a bulb or two of "Betty Co-Ed" you should plant this by the tens or hundreds--the more the merrier.

To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, bowls. Used alone or with suitable green, Betty is a dream. Be sure to arrange a low bowl of Betty Co-Ed tips. It's marvelous!

### Betty Co-Ed Prices Prepaid

|          | No. 1  | No. 2  | No. 3  | No. 4  | No. 5  | No. 6  |
|----------|--------|--------|--------|--------|--------|--------|
| Ten .... | \$0.60 | \$0.50 | \$0.30 | \$0.25 | \$0.20 | \$0.15 |
| 100 .... | 4.00   | 3.20   | 2.80   | 2.00   | 1.60   | 1.20   |

### \$1.00 Co-Ed Assortment

(All Assortments Prepaid)

(3 No. 2) (10 No. 3) (18 No. 4) (22 No. 5).



### \$2.00 Co-Ed Assortment.

(10 No. 2) (30 No. 3) (33 No. 4) (40 No. 5).  
For Wholesale Prices, f. o. b., See Page 24.

*THE J. D. LONG SEED COMPANY*  
Boulder, Colorado

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MANDAN N D

**This Catalogue  
Cancels All  
Previous  
Price Lists**

My 1937 Spring Catalogue will be ready around January 20th to 25th. All who have sent me orders the past few years, also you who ask for this catalogue will receive a copy without asking for it. Others are dropped from my mailing list, but are reinstated if request is made.

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